Analysis the Effectiveness Instagram Advertising of Steeze's Clothing Product Using Epic Model and Influence on Consumers Buying Interest

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Abstract:- Along with the rapid development of the internet, companies began to use social media as a means of advertising. One company that uses social media as a means of advertising is Steeze's clothing products. It's just that in the preliminary study shows that Steeze's target market has an inappropriate perception of Steeze Instagram ads, most of them think that Steeze only sells clothes, even though Steeze actually sells a variety of clothing that can meet consumer needs. The purpose of this study was to determine the effectiveness of Steeze clothing product advertisements on Instagram media as measured by using the EPIC Model and its influence on consumer buying interest.

The results of the EPIC Model analysis show that Steeze's Instagram ads have been included on an effective scale against Steeze's followers and non-followers of Instagram accounts, except that from the four dimensions of advertising effectiveness, the impact dimension has the lowest EPIC Point, which means Steeze's Instagram ad has not been able to show function main and product details effectively. In evaluating consumer buying interest by the category of Steeze Instagram followers, consumer buying interest has been considered good and multiple linear regression methods show that only empathy and communication dimensions have a significant influence on consumer buying interest in the respondent category. Whereas for the category of non-followers of Steeze Instagram account, the assessment of consumer buying interest is considered to be poor, and only the empathy dimension has a significant effect on consumer buying interest.

Keywords:- Advertising Effectiveness, Epic Model, Consumers Buying Interest.

I. INTRODUCTION

Advertising is one of the marketing communication tools that are often used in business activities with the aim of providing information to consumers such as product introduction. This has become a consequence for producers in an effort to answer the fulfillment of community needs to see the presence of competition among various related companies. One of the paths taken by the company is the ability to manage and deliver information to consumers regarding their products through advertising activities. In modern marketing strategies, the existence of advertisements has become an unavoidable demand for a product offered to get attention in community life.

An advertisement has its own purpose, the purpose of an advertisement is determined by the advertiser or company, from setting this goal the effectiveness of an advertisement can be known, selection of target segments is a critical step toward effective and efficient marketing communications (Shimp, 2007: 18-21). Marketing communicators' decisions are grounded in the underlying goals, or objectives, to be accomplished for a brand. To develop an effective advertising and promotional campaign, a firm must select the right person to deliver a compelling message through appropriate channels or media (Belch & Belch, 2003:166).

Source, message, and channel factors are controllable elements. Therefore, the measurement of advertising effectiveness is very important to do, without doing the measurement of effectiveness it will be difficult to know whether the company's goals can be achieved or not. Advertising messages are an important factor to achieve the effectiveness of an advertisement, the ease of understanding an advertisement is an important indicator of effectiveness. An ad that can be said to be effective is advertising that is able to communicate the message and is able to enter the minds of consumers, even though it has not been able to make consumers to make purchases which is the main purpose of marketing (Irbavo, 2013:1).

Based on this, the measurement of advertising effectiveness does not always have to refer to the company's sales value, the measurement of advertising effectiveness can be done by measuring the extent to which advertising can be evaluated by consumers by using EPIC Model as an evaluation tool and measuring the effectiveness of an advertisement. Instagram is one of the social media. "Instagram is founded in 2010" (Bergstrom & Backman, in Huey & Yazdanifrad 2014: 3). "It is a mobile application, which allows users to share their photos and videos to their followers" (Dubovik, in Huey & Yazdanifrad 2014: 3) Instagram can also connect with other social media such as Twitter and Facebook, where links from content from Instagram uploaded by Instagram users, will appear on other connected social media. Instagram also has followers features like on Twitter, followers are other people who keep up with our Instagram account, and every time we upload a content on Instagram, people who become followers will be able to immediately see it.

In addition to the followers feature, in Instagram there is also a hashtag feature that serves to classify themes or topics that are more specific in social media and make it easier for other people to find related topics. In this feature, other people do not need to be followers to see content that we upload to Instagram, if we install the hashtag feature on our Instagram content for example "#clothing", then the Instagram content that we upload will be included in a collection of other Instagram content that using the hashtag #clothing. In marketing activities on social media, hashtags are useful for grouping a theme or product information so that other people or potential customers can find information or content submitted by advertisers in a post with a particular hashtag.

Instagram can help companies to promote products or services, the point that makes Instagram different from other social media is that Instagram implements the main content that is based on visuals. As Bevins said, in Huey & Yazdanifrad (2014: 3), "I can help companies to promote their products or services".

Steeze is one of the clothing companies in the form of online and offline shops that utilize Instagram social media as the main communication media in their marketing. Steeze is a product in the creative industry in the form of clothing. Steeze offers a new user experience or new experience for consumers who want to use a comfortable product that can help their routines flexibly.

The purpose of Steeze to advertise products on Instagram media is to create brand awareness in his target market, introduce products, and of course increase sales. According to the owner of Steeze Mr. Genta Sukma Lubawan, the problem that occurs at this time is, the process of delivering added value from Steeze products that is often not conveyed to the target market. Steeze promotes products mostly through Instagram media that is connected to Facebook and Twitter, besides using Instagram, Steeze also markets products through events or festivals with fashion themes two to four times a year. In advertisements on social media this is often the prospective buyers do not know that Steeze products have very good quality in the market.

The existence of this phenomenon indicates that the advertisement submitted by Steeze could not make prospective customers understand the Steeze product itself, by glancing at the photos on Instagram, prospective buyers thought that Steeze only sells clothes, of course this was a problem for Steeze, it must explain the types and details of the products back during the purchase process carried out by prospective customers, and here the function of Steeze ads on Instagram media is less able to explain the main features or functions of the product.

Based on this phenomenon, the author conducted a preliminary study conducted by interviewing 20 respondents and questionnaires. For preliminary studies conducted by interviews, the author brings samples of Steeze products and asks for the quality of design and raw materials for Steeze products, the price match with the product, how important the benefits are offered by Steeze products, and the comparison

of Steeze with other products in the same price range. The results of the interview were, most interview respondents said that the benefits of the products provided by Steeze were important, but they felt that they did not like the raw material of the product. They also assume that the price in the range of Rp.250,000,00 is too high pricing for Steeze products.As for the questionnaire, a preliminary study was conducted first for 29 consumers who had purchased Steeze products, the authors asked whether they were followers of the Steeze Instagram account or not. The results:

Explanation	Amount		%
Steeze consumers who are given a questionnaire	29	People	100
Consumers who are followers of Steeze's Instagram account	9	People	31
Consumers who are non followers of Steeze's Instagram account	20	People	69
Consumers who know Steeze from other sources	3	People	10
Consumers who know Steeze's main features from Instagram	9	People	31
Consumers who know the main features of Steeze from other media / sources	20	People	69

Table 1:- Preliminary Results (Source : Survey results in 2018)

The author also asks where did they find out about Steeze's main feature, the result is that only nine consumers answered they knew Steeze's main features from photos and captions on Instagram, while the rest knew the main features of Steeze from other sources. With the results of the first preliminary study questionnaire, the authors draw the conclusion that not all Steeze consumers are followers of the Steeze Instagram account, therefore the authors continue the preliminary study by distributing questionnaires randomly to the Steeze market target (Steeze Instagram followers and non-followers) along with examples Steeze ads on Instagram. The target market of Steeze is a community in the age range of 17-30 years that has various activities and has high mobility. The author asks how they perceive Steeze ads on Instagram, and whether the main features of the Steeze product are effectively conveyed. The results of the questionnaire are :

Explanation	Amount		%
Steeze's target market was given a questionnaire	70	People	100
Steeze sells the same product	17	People	24
Steeze sells the different product	53	People	76

Tabel 2:- Preliminary Results (Source : Survey results in 2018)

Based on this phenomenon, the authors conducted research with the title "Analysis the Effectiveness Instagram Advertising of Steeze's Clothing Product using Epic Model and Influence on Consumers Buying Interest"

II. THEORY

A. Advertising Effectiveness

Measurement of advertising effectiveness is very important. Without the measurement of effectiveness, it will be difficult to know whether the company's goals can be achieved or not. Ease of understanding is an important indicator of message effectiveness. Belch & Belch (2003: 621) mention four reasons that underlie why an advertisement must be measured effectiveness, are :

- Avoiding costly mistake Just as important as the out-of-pocket costs is the opportunity loss due to poor communications. If the advertising and promotions program is not accomplishing its objectives, not only is the money spent lost but so too is the potential gain that could result from an effective program. Thus, measuring the effects of advertising does not just save money. It also helps the firm maximize its investment.
- Evaluating alternative strategies Typically a firm has a number of strategies under consideration. For example, there may be some question as to which medium should be used or whether one message is more effective than another. Or the decision maybe between two promotional program elements
- Increasing the efficiency of advertising in general Sometimes advertisers get so close to the project they lose sight of what they are seeking, and because they know what they are trying to say, they expect their audience will also understand. They may use technical jargon that not everyone is familiar with. Or the creative department may get too creative or too sophisticated and lose the meaning that needs to be communicated.
- Determining if objectives are achieved If objectives are attained, new ones need to be established in the next planning period. An assessment of how program elements led to the attainment of the goals should take place, and/or reasons for less than desired achievements must be determined.

So the point is to make an advertisement to be measured Its effectiveness is to avoid the costs that are used uselessly, evaluate some alternative advertising strategies, make the most effective and efficient communication patterns, and find out whether the purpose of the advertisement has been reached. Kotler & Keller (2012: 484), said: "Communications effectiveness depends on how a message is being expressed, as well as on its content. If a communication is ineffective, it may mean the wrong message was used, or the right one was poorly expressed. Creative strategies are the way marketers translate their messages into a specific communication."

Therefore, an effective communication from the company towards its target market, especially in advertising, depends on how the message is packaged. Companies can use creative strategies for specific communication. Belch & Belch (2003: 262) say three unique sales propositions:

- Each advertisement must make a proposition to the consumer. Not just words, not just product puffery, not just show-window advertising. Each advertisement must say to each reader: "Buy this product and you will get this benefit."
- The proposition must be one that the competition either cannot or does not offer. It must be unique either in the brand or in the claim. 3. The proposition must be strong enough to move the mass millions, that is, pull over new customers to your brand.

B. Instagram

The definition of Instagram according to Dubovik, in Huey & Yazdanifrad (2014: 3) is, "It is a mobile application, which allows users to share their photos and videos to their followers". Instagram was founded in 2010, initially only had photo editing and sharing features, after the development was done, the video sharing feature began to be implemented. This social media application allows users to take whatever photos and videos they want, anywhere, and share with followers or can be referred to as national and international followers. Video is limited to only 15 seconds and photos can be edited with 13 artistic filters available. According to Atmoko (2012: 15), the main features in Instagram are:

- Followers or followers on social system of Instagram is to follow other user accounts, or have Instagram followers
- Uploading Photos The photos you want to upload can be obtained through the iDevice camera or photos in the photo album on the iDevice.
- Camera Photos that have been taken through the Instagram application can be stored on the iDevice. The use of cameras through Instagram can also directly use existing effects, to adjust the coloring of the photos desired by the user. The size used on Instagram is with a 3: 2 ratio or only in the form of a box.
- Effects of Instagram Photos have 15 photo effects that can be used by users when they want to edit their photos. These effects consist of: X-Pro II, Lomo-fi, Earlybird, Sutro, Toaster, Brannan, Inkwell, Walden, Hefe, Nashville, 1977, Lord Kelvin, Valencia, Amaro, Rise, and Hudson.
- Instagram also has a feature that users can use to offend other users by adding an arrogant sign (@) and entering the Instagram account name of that user. Users can also share comments about the photo.
- Photo Labels is a label in Instagram is a code that makes it easy for users to search for photos using keywords
- Social networking The photos can also be shared through other social media such as Facebook, Twitter, Foursquare, Tumblr, and Flickr which are available on the Instagram page to share the photos.
- Sign of love (love / likes) Instagram also has a liking feature which is a sign that other users like the photos that have been uploaded.
- Search This feature is used to search for other accounts or photos that you want by typing keywords from search. So that users are facilitated to reach all photos from all Instagram user accounts.

Instagram is one of the social media that can help companies or marketers to market or promote their products or services, as said by Bevins, in Huey & Yazdanifrad (2014: 3), "Instagram can help a company to promote their products or services". Instagram is used by many companies to promote their brands and also to foster relationships with their customers, as mentioned by Saravanakumar & Lakshmi, in Huey & Yazdanifrad (2014: 3), "Many companies are now familiar using social media to promote their brands and to maintain a friendly relationship with their customers ".

C. Consumers Buying Interest

Howard in Durianto & Liana (2004: 4) says that consumer buying interest is something that is related to the customer's plan to buy a particular product and how many units of product are needed in a certain period. According to Peter & Olson who was translated by Sihombing (2000: 19), consumer buying interest is a cognitive plan or the desire of consumers to buy a particular item or brand. Thus consumer buying interest is an interest of consumers to buy products that are advertised after consumers receive these advertisements. Based on this definition, it can be said that consumer buying interest is the stage where the consumer's tendency to act before a buying decision is truly implemented, or consumer buying interest is a plan to make a purchase on an upcoming opportunity. Measurement of consumer buying interest is important because it is useful to maximize predictions of actual purchases themselves and predict consumer behavior in the future. According to Ferdinand (2007: 242-243), consumer buying interest can be identified through the following indicators:
➢ Transactional interest
➢ Refractive interest
➢ Preferential interest
➢ Exploratory interest

D. Epic Model

By using EPIC Model, the effectiveness of advertising can be measured (Durianto et al, 2003: 86). EPIC is a model developed by AC Nielsen, one of the leading marketing research companies in the world, covering four dimensions, namely empathy, persuasion, impact and communication (Empathy, Persuasion, Impact and Communications). EPIC Model calculation begins with calculating cross tabulation analysis and weighted average calculation, after which it determines the range of rating scales to be displayed on the EPIC Model graph.
➢ Dimensions of Empathy
➢ Persuasion Dimensions
➢ Impact Dimensions
➢ Communication Dimensions The communication dimension provides information about abilities
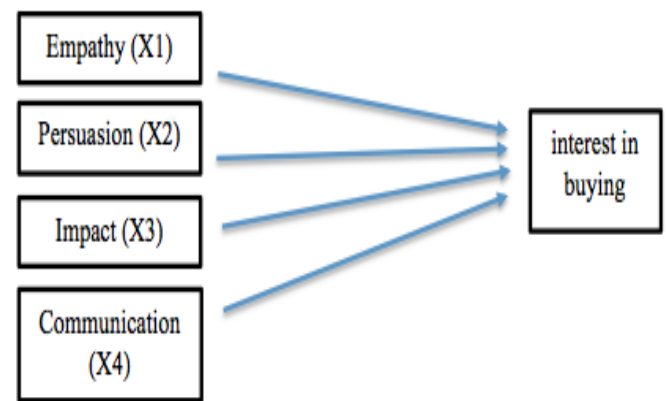
E. Framework

Fig 1

III. RESEARCH METHODOLOGY

The research method used is descriptive research method with a quantitative approach. According to Sekaran & Bougie (2010: 105), "A descriptive study is carried out in order to be able to describe the characteristics of variables in interest". This study aims to produce an accurate picture of a group, describe the mechanism of a process or relationship, provide a complete picture both in verbal or numerical form, and present basic information about a relationship.

The researcher distributed questionnaires to 75 followers and 75 non-followers to Steeze's Instagram account. The location of the questionnaire distribution was not determined because the questionnaire was distributed through the Google Docs application that uses internet media. Internet media is not limited by location, internet media can be accessed anywhere. This study uses EPIC Model, Effectiveness of advertising can be measured (Durianto et al, 2003: 86). EPIC is a model developed by AC Nielsen, one of the leading marketing research companies in the world, covering four dimensions, namely empathy, persuasion, impact and communication (Empathy, Persuasion, Impact and Communications). EPIC Model calculation begins with calculating cross tabulation analysis and weighted average calculation, after which it determines the range of rating scales to be displayed on the EPIC Model graph.

In analyzing EPIC the model in this study the authors used simple tabulation analysis and calculation of weighted averages (Durianto et al, 2003: 90). In a simple tabulation analysis, the data obtained is processed into percent form using the formula $p = fi / \sum fi \times 100\%$. Each respondent's answer to the question in the questionnaire is given weight. How to calculate the average score is $p = \sum fi./wi \sum fi$. The next step is to use a range of rating scales to determine the position of respondents' responses by using the score value of each variable with the formula $p = R (Weight) / M$. The EPIC rate is determined by the following formula $p = \sum xi. fi N$. The EPIC rate results will describe the advertising effectiveness of a product, according to a predetermined scale range.

IV. RESULT AND DISCUSSION

A. Analysis The Effectiveness Of Ads Using The EPIC Model

As for the results of the Steeze Instagram Effectiveness level, EPIC Model is used to show the level of effectiveness of each dimension namely empathy, persuasion, impact, and communication. Are :

Followers				
Dimension	Indicator	Average Amount	EPIC Point	EPIC Rate
Emphaty	E1	3,73	3,81	3,68
	E2	3,88		
Persuasion	P1	4,28	4,1	
	P2	3,92		
Impact	I1	3,39	3,23	
	I2	3,08		
Communication	C1	3,6	3,56	
	C2	3,76		
	C3	3,33		

NON- Followers				
Dimension	Indicator	Average Amount	EPIC Point	EPIC Rate
Emphaty	E1	3,35	3,34	3,53
	E2	3,33		
Persuasion	P1	4,17	4	
	P2	3,83		
Impact	I1	3,56	3,31	
	I2	3,07		
Communication	C1	3,56	3,48	
	C2	3,69		
	C3	3,2		

Table 3:- Calculation Results EPIC Rate Against Followers and Non-Followers (Source : Results of Author Processing)

➢ *Empathy*

For Followers The empathy dimension in measuring the effectiveness of Steeze Instagram ads on followers is at position 3.81 which means that the dimension of empathy is in the effective range. The average weight of this dimension, E1 (the ad attracts the viewer's attention) is 3.73 and E2 (the ad is liked by viewers) with an average weight of 3.88. With an average weight of 3.73 for E1, and 3.88 indicators for E2 indicators can be interpreted that consumers agree or statements from these indicators are perceived positively by respondents. The respondent's perception was that Steeze's Instagram ads were interesting and the supporting factors were the bright colors of the Steeze product displayed, and

also supported by the advertisement model that looked in accordance with the majority of Steeze's target market, which was 17-22 years old. -ata 3.88, interpreted that respondents agree Steeze Instagram ads are favored by respondents / viewers. Respondents like the Steeze Instagram ad because the ad shows simple photos and composition of objects that focus on the product.

And for Non-Followers results of calculations on respondents who are nonfollowers from Steeze's Instagram account, the empathy dimension has EPIC Point 3.34 which means that this dimension has a category that is quite effective, the weight is obtained because the respondents have a perception of the two indicators of that dimension. The E1 indicator (attractive ad for viewers) has an average weight of 3.35, while E2 (ad preferred by viewers) has an average weight of 3.33. Seen like that, respondents who are non-followers feel that they don't agree that Steeze's Instagram ads are less attractive and are liked by them. Non-followers of respondents rarely or even never saw Steeze's Instagram ad before, this is because Steeze himself rarely uploads these ads Steeze Instagram ads rarely circulate on Instagram feeds so respondents non-followers rarely see Steeze Instagram ads.

➢ *Persuasion*

The persuasion dimension of the respondents following Steeze's Instagram account has EPIC Point 4.10. This dimension is in the range of effective scale with the average weight of each indicator P1 (the visualization attribute of good quality advertising) is 4.28 and P2 (Composition of words or sentences in interesting and persuasive ads) of 3.92. Likewise with the results of calculating the persuasion dimensions of non-followers respondents Steeze is equally interpreted effective, this dimension has EPIC Point 4.00. non-followers respondents agreed to the statement of the two indicators, namely P1 (the visualization attribute of good quality ads) with an average weight of 4.17 and P2 (Composition of words or sentences in interesting and persuasive ads) of 3.83.

With the average amount of P1 indicators of 4.28 and 4.17 from the two categories of respondents, it can be interpreted that consumers strongly agree that Steeze Instagram ads have the attributes of ad visualization in the form of photos with good quality, clear and not broken. This is caused by the photo Steeze carried out in a professional photo studio and using supporting photographic equipment. For the P2 indicator, the average weightings of 3.92 and 3.83 were obtained from the two categories of respondents who interpreted that Steeze Instagram ads have an interesting arrangement of words or sentences in their caption, because they are easy to understand and don't use many hashtags that have no connection with the main product.

➢ *Impact*

For this dimension, Steeze followers and non-followers of Instagram account have EPIC Point which is 3.23 for followers and 3.31 for non-followers, based on these points, it is interpreted that this dimension is quite effective against followers and non-followers. For each category of respondents followers and non-followers, the average weight

for each of the indicators of this dimension is 3..39 and 3.56 for I1 (the advertisement explains the benefits and advantages of the product well) and 3.08 and 3.07 for I2 (advertising explains product characteristics in detail). For respondent followers, I1 indicators have an average weight in the range 2.6 to 3.4, which means respondents disagree that Steeze Instagram ads explain the benefits and advantages of products well, but on the contrary for non-followers respondents, I1 indicators are positively perceived or respondents agree that Steeze's Instagram ads explain the benefits or excellence of the product well. For I2 indicators, the average weight obtained from the two categories of respondents is in the range 2.6 to 3.4, this means that respondents disagree that Steeze explains the product details in the ad. From the results of the calculation of the two indicators causing the impact dimension is less to arrive at the effective level on the EPIC Model graph. In the Steeze Instagram ad, the components of the product are not displayed in detail, such as the material, zipper, or the size of the product.

> *Communication*

EPIC Point calculations from the communication dimensions of the two categories of respondents produce the same interpretation, namely this dimension is in the effective category and points from each category are 3.56 for followers and 3.48 for non-followers. In both categories of respondents, it was found that the average weight for the C1 indicator (the purpose or purpose of easy to understand) was 3.6 for followers and 3.56 for non-followers and for C2 indicators (the visualization of advertisements supported an understanding of the purpose or purpose of the advertisement). for followers and 3.69 for non-followers. The results of the calculation of the two indicators from the two categories of respondents showed that the two categories of respondents agreed that the respondents easily understood the purpose or purpose of Steeze Instagram ads, and visualized using arrows as an indication that the Steeze product helped them understand the purpose or purpose of the ad. The respondent's understanding of the advertisement was caused by the photo content on Steeze's Instagram ad that was packaged in a simple manner and the use of captions that were not complicated or long. For the C3 indicator (the main message of an easy to remember ad) it has the calculation of the average weight of 3.33 from respondents followers and 3.2 of the respondents non-followers. The results of these calculations show that the two categories of respondents disagree that the main message of Steeze Instagram ads is easy to remember, some respondents stated that the factor that made the advertising message is not easy to remember is the use of English in writing sentences or captions on the ad. From the calculation of the four dimensions of the respondents followers category, you can get the EPIC Rate or the level of overall advertising effectiveness of 3.68 which means that Steeze Instagram ads have been effective against Steeze Instagram followers. For the category of non-followers respondents, the EPIC Rate is 3.53 which means Steeze Instagram ads on non-ollowers Instagram accounts Steeze is also effective. The results of the calculation of the four dimensions.

B. *Analysis Of Consumer Buying Interest Variables*

The calculation of consumer buying interest variables is divided into two, namely to followers and non-followers of Steeze's Instagram account.

> *Variable Analysis Of Consumer Buying Interests Against Followers Of Steeze Instagram Account*

Dimension	Point	Statement	Average Amount	Interpretation
Transactional interest	MT 1	You Are Interested In Buying Stezee Products	3,73	agree
	MT 2	You Are aware of the Needs and Benefits of the Steeze product	3,75	agree
Prefential Interest	MP	You prefer Steeze products than other similar products	3,47	agree
Reference Interest	MR	You will refer Steeze products to others	3,64	agree
Explorative Interest	ME	You are interested in finding more information about Steeze products	3,21	agree
Average Total			3,56	agree

Table 4:- Results of Average Amount Calculation Variables of Consumer Buying Interest from Respondents followers Steeze (Source : Results of Author Processing)

The average total amount is obtained from the results of the average calculation of each statement, it can be seen that the average value of total consumer buying interest is 3.56, so it is perceived as agreed by followers of Steeze's Instagram account. The following is an explanation of each statement regarding consumer buying interest:

• You are interested in buying a Steeze product

Based on the results of the average calculation with a weight of 3.73, the respondent category from the Steeze Instagram account agrees that they are interested in buying Steeze products. They are interested in buying Steeze products because of the quality and diversity of their products, because they think high quality products will not be easily damaged even if used for a long time. Another supporting factor is that Instagram Steeze account followers certainly know the Steeze brand more than non-followers of Steeze's Instagram account.

• You are aware of the benefits provided by the Steeze product.

For this statement item, the average respondent from the Instagram account followers category, Steeze argues, agrees with the average weighting result of 3.75. With such results it can be interpreted that respondents realize that they need excellence with the Quality of Steeze products. Respondents realized that they not only needed clothes to support their activities, but they needed clothing that was durable and not easily damaged.

• You prefer Steeze products than other similar products.

For this statement item, the average respondent from the Instagram account followers category, Steeze, agrees, with the results of the average weighting of 3.47. Followers of Steeze Instagram account assume that Steeze products are casual clothing products that emphasize product quality, so they prefer Steeze products. than other products.

• You will refer Steeze products to others.

Calculation of average weighting against recommendations from the respondents category of Steeze Instagram account followers to other people to buy Steeze products an average of 3.64 so that they are interpreted to agree. These results are in accordance with the agreed interpretation of the respondents 'buying interest and respondents' preference for Steeze products where Steeze's Instagram account followers are interested in buying Steeze and prefer clothing products compared to other similar products.

- You are interested in finding more information about Steeze products.

The calculation of the average weight for this statement item is 3.21, which means that some respondents did not agree to find more information about the Steeze product. The result of this interpretation is because Instagram account followers Steeze feel they are familiar with the Steeze brand, and also the use of advertising media only through Instagram which is integrated with other social media as a promotional channel.

C. Variable Analysis of Consumer Purchasing Interests Against Non-Followers of Steeze's Instagram Account

Dimension	Point	Statement	Average Amount	Interpretation
Transactional interest	MT 1	You Are Interested In Buying Stezee Products	2,81	Disagree
	MT 2	You Are aware of the Needs and Benefits of the Steeze product	3,52	Disagree
Prefential Interest	MP	You prefer Steeze products than other similar products	2,8	Disagree
Reference Interest	MR	You will refer Steeze products to others	3,07	Disagree
Explorative Interest	ME	You are interested in finding more information about Steeze products	3,01	Disagree
Average Total			3,04	Disagree

Table 5:- Results of Average Weight Calculation of Variables in Consumer Purchasing Interests from Respondents Non-Followers Instagram Stezees Account (Source : Results of Author Processing)

The average total amount is obtained from the results of the average calculation of each statement, from the table above it can be seen that the average value of total consumer buying interest from the category of respondents non-followers of Steeze Instagram account is 3.04, so it is perceived as less agree. The following is an explanation of each statement regarding consumer buying interest:

➢ You are interested in buying a Steeze product

Based on the results of the average calculation with a weight of 2.81, the category of non-followers of Instagram account respondents Steeze is less than agree that they are interested in buying Steze products. From the results of interviews with respondents at the time of the preliminary study, they said that the Steeze product had a normal or simple design and for respondents who had seen the product firsthand, they said that the design used by Steeze was fairly ordinary. Another factor that causes a lack of buying interest from respondents to the Steeze Instagram account is that they rarely see Steeze Instagram content on their Instargram feed.

➢ You are aware of the quality advantages that are given by Steeze products.

For the items in this statement, the average opinion respondent agrees with the results of the calculation of the average weight of 3.52. With results like that, it can be interpreted that the respondents of the Steeze Instagram account realize that they need the quality of Steeze products. Respondents realized that they not only needed clothes to support their activities, but they needed clothing that was durable and not easily damaged.

➢ You prefer Steeze products than other similar products.

For this statement item, the average non-followers of Instagram's Steeze respondents argue that they disagree with the average weighting result of 2.80 because based on interviews at the preliminary study, the Steeze respondent non-followers of the Instagram account said that the price was around Rp.250,000,00, - they prefer other products that are more famous and tested for quality than Steeze.

➢ You will refer Steeze products to others.

Calculation of the average weight of recommendations from respondents non followers of Steeze Instagram account to other people to buy Steeze products an average of 3.07 so that it is interpreted and disagrees. These results are in accordance with the disagreeing interpretation of consumer buying interest and respondents' preference for Steeze products. From the results of interviews at the time of the preliminary study. They say they will not recommend to others because at the same price it is better to buy other products that have guaranteed quality.

➢ You are interested in finding more information about Steeze products.

The average weight calculation for this statement item is 3.01, which means the non-followers of Instagram account respondents Steeze is less agree to find more information about Steeze products. The results of this interpretation are due to Steeze who only prioritizes Instagram media which is integrated with other social media as a promotional channel, which means the content circulating on Instagram media and other social media is in the same form. Other promotional channels that are used Steeze is an event, but promotional activities are rarely done, in a year of events that Steeze followed only four times. The results interpreted on the points of this statement are also influenced by consumer buying interest and respondents 'preference for Steeze products which are stated to be less agreeable and can be said by respondents' interest in buying Steeze products less.

D. The Effect Of Advertising Effectiveness On Consumer Buying Interests

Multiple linear analysis is used to determine the effect of the independent variable or each dimension of the variable on the dependent variable.

➢ *Classic Assumption Test*

• *Normality Test*

The normality test aims to find out whether the data in this study are normally distributed or not, testing is done by looking at plot graphs, if the points or plots are scattered near the line or attached to the line, then data can be interpreted normally with results that point or plot scattered near the line , therefore it can be interpreted that the data in this study are normally distributed

• *Multicollinearity Test*

In this test, there are conditions that must be fulfilled, namely the absence of multicollinearity by looking at the VIF value in the regression model which must be below 10. If the VIF value is below 10, it can be interpreted that the regression model does not contain multicollinearity. all independent variables are less than 10, therefore it can be interpreted that there is no multicollinearity in the data in this study

• *Heterococacity test*

This test is conducted to find out whether there is heteroscedasticity deviation, namely the existence of variance inequalities from residuals for all observations in the regression model. The precondition that must be fulfilled in the regression model is the absence of heteroscedasticity symptoms or scatterplot points that spread above and below the zero on the Y axis. It can be concluded that the test results in Figure 4.17 and 4.18 can be seen that the point distribution or plot does not have a clear or structured pattern , points or plots scattered above or below number 0 on the Y axis, therefore there is no heterokedacity in the regression model in this study

➢ *Regression Coefficient Test*

This test aims to determine the existence of the influence of independent variables or each dimension of the independent variable on the dependent variable. In the regression coefficient test in this study there are three tests or analyzes, namely the simultaneous influence analysis (f test), partial influence analysis (t test), coefficient of determination analysis, and regression equation test. In this study the regression coefficient test was carried out twice with the aim to determine the effect of independent variables or each dimension of the dependent variable on the two categories of respondents namely Stezee Instagram followers and non-followers.

• *Test of Regression Coefficients Against Categories of Followers Followers of Stezee Instagram Account*

✓ Simultaneous Effect Analysis (Test F) This analysis was conducted to find out whether the four dimensions of the independent variable namely empathy (X1), persuasion (X2), impact (X3), and communication (X4) had a joint effect on the dependent variable namely consumer buying interest (Y). In this F test, the specified level of significance is 5% (0.05) and there are hypotheses as follows, Based on the results of the calculation with the SPSS program, it can be seen that F count of 11,573 is greater than F table which is 2.50. The value of F table is

obtained by means of df1 (number of independent variables or dimensions) = 4 and df2 (number of samples - number of independent variables -1) = 70. With these results, Ho is rejected and interpreted as having significant influence between dimensions empathy (X1), persuasion (X2), impact (X3), and communication (X4) on consumer buying interest variable (Y) at $\alpha = 5\%$.

• *Partial Effect Analysis (T Test)*

This analysis aims to see the effect of each variable or dimension of the independent variable on the dependent variable. In this test there are hypotheses partially, Based on the results of the analysis, the results obtained from the testing for each hypothesis is with the following results.

✓ *Dimensional hypothesis test empathy (X1) on consumer buying interest variable (Y)*

The results of t count in the table are for empathy (X1) dimensions of 3,952, while t tables for df = 70 are 1.99. With these results, it can be interpreted that H0 is rejected (3.952> 1.99) and this means that there is a significant influence between the dimensions of empathy (X1) on the consumer buying interest variable (Y).

✓ *Hypothesis testing of persuasion dimension (X2) on consumer buying interest variable (Y)*

The result of t count in the table for persuasion dimension (X2) is 0.409, while t table for df = 70 is 1.99. With these results, it can be interpreted that H0 is accepted (0.409 ≤ 1.99) and this means that there is no significant influence between persuasion dimensions (X2) on consumer buying interest variables (Y).

✓ *Uji hipotesis dimensi impact (X3) terhadap variabel minat beli konsumen (Y)*

The results of t count in the table for impact dimensions (X3) are 0.475, while t tables for df = 70 are 1.99. With these results, it can be interpreted that H0 is accepted (-0.475 ≤ 1.99) and this means that there is no significant influence between the dimensions of the impact dimension (X3) on the variable consumer buying interest (Y)

✓ *Hypothesis communication (X4) test for consumer buying interest variable (Y)*

The results of t count in the table for communication dimensions (X4) are 2.499, while t tables for df = 70 are 1.99. With these results, then can be interpreted that H0 is rejected (2,499> 1.99) and this means that there is a significant influence between dimensions of communication (X4) on the variable consumer buying interest (Y)

• *Determination Coefficient Analysis*

This test is conducted to find out how much the overall independent variable (simultaneous) can explain the dependent variable. This analysis is carried out using the SPSS program, the results of the analysis are, Based on these results can be interpreted from the numbers in the R Square column that all dimensions of the independent variables in this study are empathy (X1), persuasion (X2), impact (X3) and communication (X4) can explain 39.8% of the dependent variable, namely consumer buying interest (Y), while the

remaining 60.2% is the contribution of other variables or dimensions not included in this study.

- *Equations of Multiple Regression Followers*

The multiple regression equations in this study are as follows:

$Y = a + b_1.x_1 + b_2.x_2 + b_3.x_3 + b_4.x_4 + e$

Based on the results obtained in the form of multiple linear regression equation research as follows: $Y = 3.379 + 1.085 x_1 + 0.119 x_2 + (-0.112 x_3) + 0.552 x_4 + e$

Explanation :

✓ The constant value of 3.379 means, while the consumer buying and selling variable (Y) is not influenced by empathy from the independent variable which consists of empathy (X1), persuasion (X2), impact (X3), and communication (X4) or Hal dimensions it cannot affect consumers (Y) worth 3,379.

✓ The regression coefficient for the empathy (X1) dimension is positive, indicating the direction of the direction of the relationship between the dimensions of empathy (X1) and the variable consumer buying interest (Y). This relationship means that for every increase in empathy dimension (X1), it will cause an increase in consumer buying interest variable (Y). This dimension has a significance level of less than 0.05, which is 0.000, which means that this dimension has a significant influence on consumer buying interest (Y) 3.

✓ Regression coefficients for persuasion dimensions (X2) are positive, indicating a unidirectional relationship between persuasion dimensions (X2) and consumer buying interest variables (Y). The relationship means that for each dimension of persuasion increase (X2) it will cause a decrease in consumer buying interest variable (Y), but this dimension has a significance level above 0.05, which is 0.684 which means that this dimension does not have a significant influence on consumer buying interest (Y).

✓ Regression coefficient for impact dimension (X3) is negative, indicating an inverse relationship between impact (X3) and consumer buying interest variable (Y). The relationship means that for each increase in impact (X3) it will cause a decrease in the consumer buying interest variable (Y). This dimension has a significance level above 0.05, which is 0.636, which means that this dimension does not have a significant effect on the consumer buying interest variable (Y).

✓ Regression coefficients for communication dimensions (X4) are positive, indicating a unidirectional relationship between communication dimensions (X4) and consumer buying interest variables (Y). This relationship means that for every dimension of communication increase (X4), it will cause an increase in consumer buying interest variable (Y). This dimension has a significance level below 0.05, which is 0.015, which means that this dimension has a significant influence on consumer buying interest variables (Y).

Based on the results of the t test in table 4.8, it can be seen that only the dimensions of empathy (x1) and communication (x4) have a significant influence on the independent variable, namely consumer buying interest.

Therefore, the author analyzes the coefficient of determination and advanced regression equations without including dimensions that do not have significant influence, namely dimensions of persuasion (x2) and impact (x3). The following are the results of the two analyzes. Based on the results can be interpreted from the numbers in the R Square column that the independent variable, namely the effectiveness of advertising consisting of empathy (X1) and communication (X4) can explain 39.4% of the dependent variable namely consumer buying interest (Y), while the remaining 60.6% is the contribution of other variables or dimensions not included in this study.

The multiple regression equation from the analysis of the effect of advertising effectiveness on consumers' buying interest in the followers of Stezee's Instagram account followers, Based on the results obtained the following forms of multiple linear regression equation research:

$Y = 4,235 + 1,106 x_1 + 0.481 x_4 + e$

Explanation :

✓ Constant value of 4.235. That is, if the consumer buying interest variable (Y) is not influenced by the dimensions of the independent variable which consists of empathy (X1), and communication (X4) or those dimensions are zero, then the amount of consumer buying interest variable (Y) is 4.235 2 .

✓ The regression coefficient for the empathy (X1) dimension is positive, indicating a unidirectional relationship between the dimensions of empathy (X1) and the variable consumer buying interest (Y). This relationship means that for every increase in empathy dimension (X1), it will cause an increase in consumer buying interest variable (Y). This dimension has a significance level of less than 0.05, which is 0.000, which means that this dimension has a significant influence on consumer buying interest (Y).

✓ Regression coefficients for communication dimensions (X4) are positive, indicating a unidirectional relationship between dimensions of communication (X4) and consumer buying interest variables (Y). This relationship means that for every dimension of communication increase (X4), it will cause an increase in consumer buying interest variable (Y). This dimension has a significance level below 0.05, which is 0.001, which means that this dimension has a significant influence on consumer buying interest (Y).

- *Test of Regression Coefficients for Respondents in Non-Followers Stezee Instagram Account.*

✓ *Simultaneous Effect Analysis (Test F)*

This analysis was conducted to find out whether the four dimensions of the independent variable namely empathy (X1), persuasion (X2), impact (X3), and communication (X4) had a joint effect on the dependent variable namely consumer buying interest (Y). In this F test, the specified level of significance is 5% (0.05) and there are hypotheses as follows, Based on the results of calculations with the SPSS program, it can be seen that F count is 17,837 greater than F table which is 2.50. The value of F table is obtained by means of df1 (number of independent variables or dimensions) = 4 and

df2 (number of samples - number of independent variables - 1) = 70. With these results Ho is rejected and interpreted as having significant influence between dimensions empathy (X1), persuasion (X2), impact (X3), and communication (X4) on consumer buying interest variable (Y) at $\alpha = 5\%$.

✓ *Partial Analysis of Effects (T Test)*

This analysis aims to see the effect of each variable or dimension of the independent variable on the dependent variable. In this test there are hypotheses partially, Based on the results of the analysis, the results obtained from testing for each hypothesis are as follows:

a) Dimensional hypothesis test empathy (X1) on consumer buying interest variables (Y) The results of t count in the table for dimensions empathy (X1) is 5,859, while t table for df = 70 is 1.99. With these results, it can be interpreted that H0 is rejected (5,859> 1.99) and this means that there is a significant influence between the dimensions of empathy (X1) on the consumer buying interest variable (Y).

b) Hypothesis testing of persuasion dimension (X2) on consumer buying interest variable (Y) The result of t count in the table for persuasion dimension (X2) is -0.790, while t table for df = 70 is 1.99. With these results, it can be interpreted that H0 is accepted (-0.790 ≤ 1.99) and this means that there is no significant influence between persuasion dimensions (X2) on consumer buying interest variables (Y).

c) Impact dimension hypothesis test (X3) on consumer buying interest variable (Y) The results of t count in the table for impact dimensions (X3) are 0.585, while t table for df = 70 is 1.99. With these results, it can be interpreted that H0 is accepted (-0.585 ≤ 1.99) and this means that there is no significant influence between the impact dimensions (X3) on the consumer buying interest variable (Y).

d) Hypothesis testing of the Communication dimension (X4) on consumer buying interest variables (Y) The results of t count in the table for communication dimensions (X4) are 1,528, while t tables for df = 70 are 1.99. With these results, it can be interpreted that H0 is accepted (1,528 <1.99) and this means that there is no influence between communication dimensions (X4) on consumer buying interest variables (Y).

• *Coefficient of Determination Analysis*

This test is conducted to find out how much the overall independent variable (simultaneous) can explain the dependent variable. This analysis is carried out using the SPSS program. Based on these results it can be interpreted from the numbers in the R Square column that all dimensions of the independent variables in this study are empathy (X1), persuasion (X2), impact (X3), and communication (X4) dimensions. can explain 50.5% of the dependent variable, namely consumer buying interest (Y), while the remaining 49.5% is an explanation of other variables or dimensions not included in this study.

• *Regression Equations Multiple Non Followers*

The multiple regression equations in this study are as follows:

$Y = a + b1.x1 + b2.x2 + b3.x3 + b4.x4 + e$, Based on the results, obtained the form the multiple linear regression equation research as follows: $Y = 4.804 + 1,430 x1 + (-0.184 x2) + (-0.120 x3) + 0.299 x4 + e$

Explanation :

✓ Constant value of 4,804. That is, if the consumer purchase interest variable (Y) is not influenced by four dimensions of the independent variable which consists of empathy (X1), persuasion (X2), impact (X3), and communication (X4) or those dimensions are zero, then the amount of consumer buying interest variable (Y) is 4,804

✓ The regression coefficient for the empathy (X1) dimension is positive, indicating a unidirectional relationship between the dimensions of empathy (X1) and the variable consumer buying interest (Y). This relationship means that for each increase in empathy dimension (X1) it will cause an increase in consumer buying interest variable (Y). This dimension has a significance level of less than 0.05, which is 0.000, which means that this dimension has a significant influence on consumer buying interest (Y).

✓ Coefficient for persuasion dimension (X2) is negative, indicating an inverse relationship between persuasion (X2) and consumer buying interest variable (Y). The relationship means that for each increase in persuasion (X2) it will cause a decrease in the consumer buying interest variable (Y). This dimension has a significance level above 0.05, which is 0.432, which means that this dimension does not have a significant effect on the variable consumer buying interest (Y)

✓ Regression coefficient for impact dimension (X3) is negative, indicating an inverse relationship between impact (X3) and consumer buying interest variable (Y). This relationship means that for each increase in impact (X3) it will cause a decrease in the consumer buying interest variable (Y). This dimension has a significance level above 0.05, which is 0.561, which means that this dimension does not have a significant effect on the consumer buying interest variable (Y).

✓ Regression coefficients for communication dimensions (X4) are negative, indicating an inverse relationship between dimensions of communication (X4) and consumer buying interest variables (Y). This relationship means that for every dimension of communication (X4) increment will decrease the variable of consumer buying interest (Y). This dimension has a significance level above 0.05, which is 0.131, which means that this dimension does not have a significant effect on the consumer buying interest variable (Y).

Based on the results of the t test on the table, it can be seen that only dimensions are empathy (x1) which have a significant effect on the independent variable, namely consumer buying interest. Therefore, the author analyzes the coefficient of determination and advanced regression equations without including dimensions that have no significant effect, namely dimensions of persuasion (x2), impact (x3), and communication (x4). The following results of the two analyzes can be interpreted from the numbers in the R Square column that the independent variable, namely the effectiveness of advertising consisting of empathy

dimensions (X1) can explain 48.7% of the dependent variable namely consumer buying interest (Y), while the remaining 51.3% is variable explanation other dimensions not included in this study.

The multiple regression equation from the analysis of the effect of advertising effectiveness on consumer buying interest in respondents to the Stezee Instagram account is as follows: $Y = a + b_1.x_1 + e$, Based on the results in table 4.16, the following forms of multiple linear regression equation research are obtained : $Y = 4{,}632 + 1{,}584\ x_1 + e$

Explanation :

✓ Constant value of 4.632. That is, if the consumer purchase interest variable (Y) is not influenced by the dimensions of the independent variable which consists of the empathy (X1) dimension, or the dimension is zero, then the variable consumer purchase interest (Y) is 4.632

✓ The regression coefficient for the empathy (X1) dimension is positive, indicating a unidirectional relationship between the dimensions of empathy (X1) and the variable consumer buying interest (Y). This relationship means that for every increase in empathy dimension (X1), it will cause an increase in consumer buying interest variable (Y). This dimension has a significance level of less than 0.05, which is 0.000, which means that this dimension has a significant influence on consumer buying interest (Y).

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

Based on the results of this study entitled Analysis of Effectiveness of Instagram Ads Steeze Clothing Products by Using EPIC Models and Their Effects on Consumer Purchasing Interests, the following are conclusions from the results of these studies:

➢ Effectiveness of Instagram Ads Steeze Clothing Products Against Followers and Non-Followers Steeze Instagram Accounts Measured Using EPIC Models, Based on these studies it can be seen that the EPIC Rate of the effectiveness of Instagram advertisements on respondents Steeze Instagram account followers is 3.68, this shows that advertisements Steeze Instagram is effective against 75 Steeze followers. Only the impact dimension has EPIC Points under the effective scale. The impact dimension is still in a fairly effective level which means Steeze Instagram account followers judge that Steeze Instagram ads have not been able to show the function and product details properly. For results, the effectiveness of advertisements for respondents on non-folllowers Instagram account Steeze, a large EPIC Rate of 3.53 which indicates that Steeze's Instagram ads are in the effective level. However, respondents' assessment of the empathy dimension and the impact dimension are still below the effective scale, although there are still some respondents who judge well on both dimensions, because the EPIC Rate is already approaching the effective scale. The low EPIC Rate on the empathy and impact dimensions shows that the Steeze respondents non-followers of the Instagram account think that Steeze Instagram ads are less attractive and are liked by them,

and the ad has not been able to show the product's functions and details properly. From the two categories of respondents, the EPIC Rate from the category of respondents to Steeze's Instagram account is greater because respondents who are followers of Steeze's Instagram account are more familiar with the Steeze product, they also see Steeze ads more on Instagram because they can see the ad on the account timeline Their Instagram. Unlike the case with the respondent of non-followers of Steeze's Instagram account who doesn't always see when Steeze advertises his products on Instagram because they (non-followers) only see the ad from the Instagram feed or hashtag used by Steeze.

➢ Interest in Buying Consumer Followers and Non-Followers of Steeze's Instagram Account
Based on the research, it can be seen from the results of the average weighting of 3.56 which means that the assessment of consumer buying interest is good because the average followers of the Steeze answer Instagram account agree to the four statement questionnaire variables of consumer buying interest. Only ME items from the dimensions of explorative interests have an average disagreeable response from the respondents. This means that Instagram account followers, Steeze, don't agree to find more information about Steeze products, because they feel they are familiar with Steeze products and become followers of Steeze's Instagram account to get information about the Steeze product itself.

➢ The Effect of the Effectiveness of Instagram Ads on Steeze Clothing Products on Consumer Purchasing Interests on Followers and Non-Followers Respondents of Steeze Instagram Accounts Against the respondents category of Steeze Instagram accounts, only the dimensions of empathy (X1) and communication (X4) partially have a significant influence on variable in consumer buying interest. In the analysis of the coefficient of determination, the Advertising Effectiveness variable consisting of the dimensions of empathy (X1), and communication (X4), can explain consumer buying interest by 39.4%, the remaining 60.6% is an explanation of other variables outside of this study. For the category of non-followers of Steeze's Instagram account category, only the empathy dimension (X1) partially has a significant influence on consumer buying interest variables, while the other three dimensions have no significant influence. In the analysis of the coefficient of determination, the advertising effectiveness variable which consists of empathy dimensions (X1) can explain consumer buying interest by 48.7% while the remaining 51.3% is an explanation of other variables outside of this study.

B. Suggestion

Based on the above conclusions, the author gives the following suggestions:

➢ In addition to the event that Steeze participated in, Steeze should not only use Instagram as a promotional media, the use of other media such as print media in magazines, in collaboration with market place and google banners can

also be used by Steeze as another promotional medium. The use of new features from Instagram, namely Instagram-ads can be done by Steeze. To take advantage of these features, Steeze must contact the administrator from Instagram to install the ad, and later the ad can appear on the Instagram user timeline, followers and non-followers of the Steeze Instagram account Own. Steeze can also advertise on other Instagram accounts that have more followers and provide advertising services such as the @theftingworld Instagram account which has 36.3 million followers.

➢ Based on the measurement results of EPIC Model on the impact dimension, Steeze should be able to show more quality excellence.

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