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The Effect of Electronic Word of Mouth (E-WOM), Celebrity Endorsement, and Online Advertising on Interest in Buying Ventela Shoes on Tiktok Shop in Sidoarjo

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A B S T R A C T

The progress and development of science and technology is what makes it easier for businessmen to get a variety of useful information when analyzing the sales environment as well as its competitors the advancement of digital-based technology has made it easier for companies and consumers to access various information, especially in the fashion industry, with the help of social media, e-commerce, and marketplaces. This research aims to systematically analyze the influence of electronic word of mouth (E-WOM), celebrity endorsement, and online advertising on purchase intention for Ventela shoes on TikTok Shop in Sidoarjo. The research uses quantitative methods, with criteria focused on the people of Sidoarjo who are users of Ventela shoes and TikTok Shop. Therefore, the population size in this study is not known with certainty. This research uses non-probability sampling with purposive sampling technique. Data analysis is conducted using PLS-SEM with the assistance of SmartPLS 3 software. The expected result of this research is that it can help business people design effective fashion product strategies, so that they can create product attractiveness which results in increasing purchasing interest parameters in a business, especially shoes in Indonesia.

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1. INTRODUCTION

1.1. Background of The Study

The current transformation of science and technology is able to change the habits or culture of humans. This is evident from almost all activities that go hand in hand with information technology. Science and technology make it easier for the community in terms of exchanging information that will be useful in the future as the basis for various activities and certain goals (Amir & Andi, 2021). In addition, the presence of science and technology also urges businessmen to be able to align their business in the age of increasingly sophisticated

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technology (Achmad, 2022). The progress and development of science and technology is what makes it easier for businessmen to get a variety of useful information when analyzing the sales environment as well as its competitors (Nur & Ning, 2022). This is what allows entrepreneurs to produce goods that are appropriate to consumer preferences.

The above phenomenon also causes a change in the consumptive lifestyle of people who initially buy from ordinary stores to shop through online shop (Rahmah & Arafah, 2023). Especially in the digital era like today, the phenomenon of online shopping continues to grow, as time goes by more and more digital platform services are available to make it easier to shop online. Only with the internet, people are able to access all available shopping platforms without having to think about the time constraints of traffic jams on the road, or be confused about shopping places like when shopping through conventional stores (Wisnu Wardhana et al., 2021). Tiktok is a social media that currently has a lot of fans, in addition to providing a variety of video content that is currently Trend also has an online shopping feature (Desi Lestari & Gunawan, 2021). TikTok Shop is one of the platforms that is currently widely used in online shopping. TikTok Shop is one of the features available in the TikTok application that allows its users to sell or buy products online.

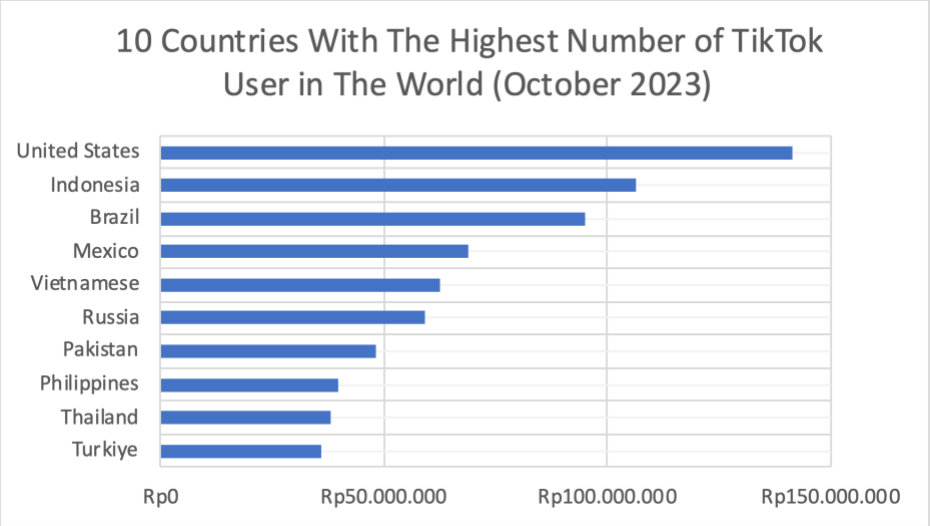

Figure 1. Countries With The Most Number of Tiktok Users (October 2023)
Source : Databoks

According to the data, Indonesia ranks second as the country with the highest percentage of TikTok users in the world with a range of 113 million users, followed by the United States with 117 million users until October 2023. It can be concluded that people today tend to use social media, especially TikTok. Moreover, Indonesia currently has a population of more than 270 million people, most of whom are entering adolescence, making it a suitable target for various platforms such as TikTok (Komaling, 2023).

Currently, various products are available in the TikTok Shop, one of which is shoes. Ventela is the name of a Brand local shoes that are in great demand by the Indonesian people. Its simple but elegant design makes it often a popular shoe among teenagers, especially in generation Z. Products with adequate quality and a variety of color and pattern choices are often the choice of consumers in terms of their shoe fashion needs. All of these combinations make it difficult for competitors to be displaced because they always provide products that are balanced with what consumers need in today's era (Shinta Dhewi & Chrizandy, 2022).

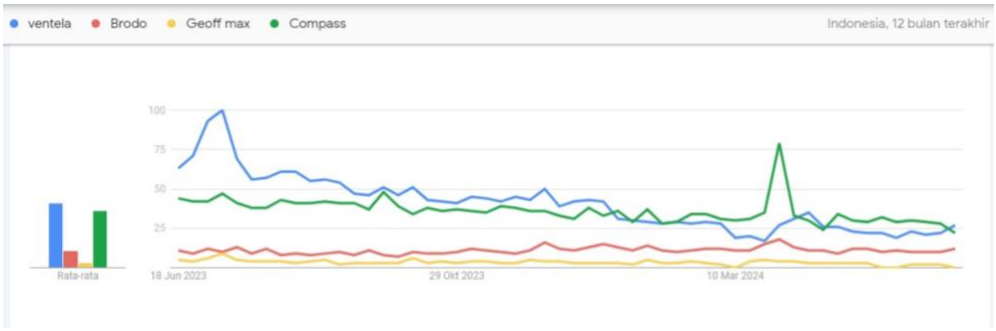

Figure 2. Local Shoe Comparison Chart
Source: Google Trends

According to data obtained through Google Trends in the past year, Ventela shoes experienced a high level of popularity at the beginning of the chart and were only followed by Compass and then Brodo and Geoff Max in third place, but in terms of popularity Ventela still ranked first compared to the three brands other locals. This can be seen through the average chart over the period of one year. With the development of its slick design, the combination of guaranteed quality materials, affordable prices and supported by local products, and efficient marketing make it remain a shoe that is in demand among Indonesian consumers.

The increasingly rapid era of digitalization makes all business owners have to always adapt and develop various innovations to maintain the business they are engaged in. Using social media as a medium marketing, Until now, it has become an effective tool to attract consumers to buy a product online (Saragih & M. Girsang, 2020). Emergence online shop It makes it easier for consumers to find various information about the desired product before making a decision to buy. Electronic Word of Mouth (E-WOM) be one of the methods Marketing in attracting consumers to buy a product (Anisa & Widjatmiko, 2020). E-WOM means communicating in writing about the experience of buying a product that contains the benefits of the product through existing social media. The existence of product reviews will increase consumer confidence in creating interest in buying the right product (Muninggar & Rahmadini, 2022). In creating interest to buy is also influenced by Celebrity Endorse that convey information about the product. The more famous and popular a celebrity is, the more consumers will believe in a product (Anisa & Widjatmiko, 2020). Online advertising It is also no less important in marketing products, because almost all consumers will use social media and that is where online advertising will be very helpful in increasing buying interest (Algiffary et al., 2020).

This study has a gap in the differences in research results that have been found in previous researchers. Among them, the research on the influence of E-WOM on TikTok social media on buying interest stated that E-WOM has a positive effect on buying interest (Desi Lestari & Gunawan, 2021), as well as further research (Hanako Fatimah Pertiwi, 2021) also mentioned that E_WOM produces a positive influence on consumer buying interest. In contrast to the research on the Influence of E-WOM on buying interest in Market Place Tokopedia in research (Andrew & Erdiansyah, 2021) There is a rejection of the hypothesis that E-WOM has an effect on buying interest, meaning that E-WOM does not have a significant influence on consumer buying interest. Then research (Sari et al., 2022) explains that Celebrity Endorse has a significant influence on buying interest, this statement is also supported by research (Zalzalah & Febriyanto, 2023) It is different from the research after (Achmad, 2022) which states that Celebrity Endorse did not have a significant influence on the variable of buying interest. Further in the research (Aprilianti & Hasbi, 2024) on the online advertising variable that has an

influence on buying interest, the same as other studies that concluded similar results (Siswanto & Aryanto, 2024). Different from research (Nyio et al., 2022) who reject the influence of Online Advertising on the variable of consumer buying interest.

After the explanation that has been explained above and the emergence of differences in the results of the research, it is worth doing further research to find out how E-WOM, Celebrity Endorseand Online Advertising can have an influence on consumer buying interest in Ventela Shoes on TikTok Shop. This is what prompted the researcher to raise the title "The influence of Electronic Word of Mouth (E-WOM), Celebrity Endorse, and Online Advertising on Interest in Buying Ventela Shoes at the Tiktok Shop in Sidoarjo". The results of this research are expected to be a reference for companies in developing more effective marketing strategies.

1.2. Literature Review

Electronic Word of Mouth (E-WOM)

E-WOM is a method of communicating about good and bad statements from consumers about a certain product which is then forwarded through online media for the general public with the aim of being the basis of information from the product so that it can interfere with consumer confidence when initially determining the attitude when shopping (Marchyta & Tjanra, 2021) (Wisnu Wardhana et al., 2021). The development of E-WOM today is extraordinarily influential for companies in designing strategies Marketing, because the existence of E-WOM makes it easier for companies with the help of consumers themselves that consumers will be more confident in products that have comments from previous consumers (Aisyah & Engriani, 2019) (Indahsari et al., 2023). The indicators used in the E-WOM variable are (Gribaldi Finsa & Prastyani, 2024) :

1. Intensity is an aspect that is more focused on many consumers who have read E-WOM on online shopping media.
2. A balance of opinion is a consumer comment on a product or service, whether the comment is good or bad.
3. Content is information about products that are traded in online shopping media

Celebrity Endorsement

Celebrity endorsement is a company's tactic in attracting customers by using the services of artists or activists who have many fans among the public as advertising stars in broadcasting certain products through online media (Kurniawan & Susanto, 2020). With the existence of Celebrity Endorse making subjective norms and shopping habits disturbed because new beliefs arise due to the celebrity advertising a product. Therefore, the election of Celebrity Endorse which is suitable to increase customers' buying interest in a product (Wisnu Wardhana et al., 2021). The indicators of the variable Celebrity Endorse Include (Shinta Dhewi & Chrizandy, 2022):

1. Visual appeal: in this case, it will calculate how far the celebrity has something attractive in terms of physical terms in the eyes of consumers.
2. Expertise: this aspect tests the celebrity's insight or expertise in promoting a product.
3. Trustworthy: Assessing the judge's cheese, sincerity and trust in advertising the product.

Online Advertising

Online advertising is a marketing method Online by utilizing the network and World Wide Web (WWW) to channel information from Marketing to consumers. Through Online Advertising The problem of distance is no longer an obstacle in finding various information related to the

product being marketed, with this it will also be easier for the company to know updates about the product that is in demand (Marchyta & Tjanra, 2021) (Indahsari et al., 2023). The indicators for measuring variables Online Advertising that is (Anggarani et al., 2023)

1. Entertainment: this is measured through how far consumers feel interested and entertained by online advertising.
2. Informative: this is measured through how far consumers feel the relevant benefits from the information provided.
3. Irritation: this is measured through how far consumers feel bothered by the presence of online advertising.
4. Credibility: this is measured through how far consumers trust and consider the reputation of the online advertisement to be good.
5. Interactivity: this is measured through how far consumers can interact well with the content of the ad
6. Accessibility: this is measured by how far consumers feel the ease of accessing the ad on various devices through the available platforms.

Buying Interest

Buying interest is a feeling that arises in someone who has gained trust in the product he observes, then the attraction and buying interest of consumers in owning a product arises (Muslimah Damayanti, Zakiyah, 2020). When consumer confidence in a product has been formed as a result of a good seller's reaction, then the interest to buy will arise along with that trust (Wahyuni et al., 2023). The following are indicators to measure the influence of buying interest, namely (Saputra et al., 2023):

1.1. Satisfaction rate: satisfaction is very important in measuring consumer buying interest. This can be seen when the consumer is satisfied, he will recommend the product to the people around him or even want to buy it again.
1.2. Social media interaction: consumer behavior when using online media such as liking, commenting can show that the consumer is interested in a product.
1.3. Market surveys and research: market surveys are able to provide consumer information about the reasons why consumers are interested in buying
1.4. Product reviews and ratings: reviews and ratings of products on various media platforms greatly affect consumers in purchasing, especially online shops (Wintang & Pasharibu, 2021).

1.3. Conceptual framework

This study aims to determine the influence of Electronic Word of Mouth (E-Wom), Celebrity Endorsement, and Online Advertising on Buying Interest. Where Electronic Word of Mouth (E-Wom) is X1, Celebrity Endorsement is X2, Online Advertising is X3, and buying interest is the Y variable.

Based on the conceptual framework, the following research hypotheses can be formulated:

H1: Electronic Word of Mouth (E-Wom) has a significant effect on the interest in buying Ventela shoes
H2: Celebrity Endorse has a significant effect on the interest in buying Ventela shoes
H3: Online Advertising has a significant effect on the interest in buying Ventela shoes

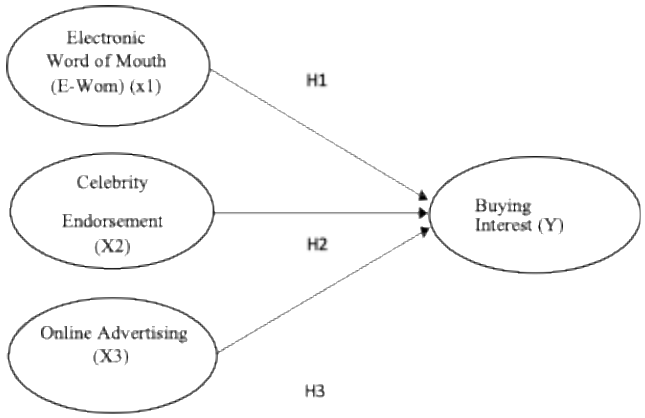

Figure 3. Conceptual Framework

2. METHOD

2.1 Types of Research and Overview of the Population

This study applies a quantitative method which in general quantitative research emphasizes objective measurements and is calculated by statistical or mathematical analysis methods obtained from collecting data in the form of tabulation or numbers (Aningsih et al., 2024). So in this study, the researcher uses multiple linear analysis which will be used in the future to test whether there is an influence between variables Electronic Word of Mouth (E-Wom), Celebrity Endorse, and Online Advertising to the interest in buying Ventela shoes on TikTok Shop. The population in this study is TikTok Shop users who are fifteen to thirty years old and live in Sidoarjo.

2.2 Sampling Techniques

The sampling method in this study uses Non Probability Sampling with the Purposive Sampling. Purposive sampling is a sampling technique through an existing population and then selected according to the criteria that have been set by the researcher (Margahana, 2020). As for the technique Non Probability Sampling is a method Sampling where all members of the population are not given the same right to be sampled in a study (Algiffary et al., 2020). So in this study, the researcher established several criteria in determining the sample, namely,

1. Male or female respondents aged ≥ 15 – 30 years old
2. Respondents have used Tiktok Shop
3. The respondents lived in the Sidoarjo area.

Then in calculating how many respondents, this study applied the Lemeshow formula $n = \frac{Z^2\ P\ (1-P)}{d^2}$ (Dwiyanti et al., 2023).

Information: n = Number of samples needed, Z = Value of the moral table with a given table, P= Unknown proportion of population, d = distance from both directions.

In the attachment above regarding the determination of the number of sampe and for the alpha value in this study, 95% or 1.96 is used. Furthermore, the number of unknown population is around 0.05 where the confidence level is 10%. The sample calculation in this study is as follows (Dwiyanti et al., 2023).

According to the calculation results, the number of samples obtained is 96, from the results of this sample it can be seen that there is a lot of interest in buying Ventela shoe products on the TikTok Shop in Sidoarjo.

2.3 Types and Data Sources

In this study, the data sources applied came from primary data and secondary data. The primary data collected by the researcher came from the distribution of questionnaires Online to respondents through Google form made by the researcher based on the criteria that have been determined (Layly & Rafida, 2023). Meanwhile, secondary data can be obtained from various previous literature such as journals, articles, and relevant books (Rahmah & Arafah, 2023).

2.4 Data Collection Techniques

The data collection method in this study through a questionnaire made by the researcher was then disseminated through Google form with an interval scale measured based on the likert scale, namely scale 1 (Strongly Disagree), scale 2 (Disagree), scale 3 (Normal), scale 4 (Agree), scale 5 (Strongly Agree). This method is used to make it easier for respondents and researchers to collect data.

2.5 Data Analysis Techniques

The data analysis technique used in this study is SEM-PLS analysis (Structural Equation Modelling-Partial Least Square) via software support Smartpls 3.0 which is useful for analyzing data obtained from respondents. This technique was taken by the researcher because it is related to the measurement of the reference frame where there is a complete model structure and has a wide composition and connecting model (Suryadiningrat et al., 2022). Not only that, SEM-PLS has included solutions that researchers often experience when analyzing data. As for before starting the first stage of testing, what needs to be done is to draw the correlation of each variable by adjusting each hypothesis, after that there are several tests that must be carried out when using SEM-PLS, namely: (Siswanto & Aryanto, 2024):

Test Measurement Model (Outer Model or Measurement Model) is to test all existing indicators to latent variables where the results of this test are used to analyze the validity and reliability test whether the indicators tested are valid and relevant when evaluating latent variables. Then the indicators that are considered convincing when loading factor > 0.6 while the Avarage Variance Extracted (AVE) figure is > 0.5 (Ghozali & Latan, 2012) . After that, a structural model test (inner model or structural model) with the aim of testing the correlation or influence of variables based on the formulation of the hypothesis (Muninggar & Rahmadini, 2022). The initial stage of the structural test begins with a collinearity test when confirming the regression output. The results of the output data are believed to be non-collinearity if the VIF number < 4. Then it was continued by conducting a determination coefficient test to see the influence of the sample in defining the model determined with the provision of R-square > 0.19. The SEM analysis model if the SRMS < 0.08 can be concluded that the model is appropriate. After that, a hypothesis test is carried out to find out the correlation of variables based on the hypothesis accepted or not (Muninggar & Rahmadini, 2022).

3. RESULTS AND DISCUSSION

3.1 Results

According to the data in table 1, female respondents have a larger number, namely 66.7% compared to male respondents who are only 33.3%. In the average age category in the range of 15 to 25 years and slightly at the age of 26-30 years. Judging from the table above, the people of Sidoarjo very often use Tiktok Shop, which has a percentage of 99.1%. Then in terms of ventela shoe users, it is very high to reach 96.3%.

Table 1. Respondent Overview

Category	Description	Sum	Percentage
Gender	Man	34	33,3
	Woman	68	66,7
Age	15 – 25 years old	98	96,1
	26 – 30 years old	4	3,9
	31 – 40 years old	-	-
Tiktok Shop Users	Yes	107	99,1
	Not	1	0,9
Ventela Users	Yes	103	96,3
	Not	4	3,7

Source : Research data

Data Analysis

In this study, the data obtained is processed using one of the data processing applications, namely SmartPLS 3.0, then it will go through two stages of testing, namely the Outer model and the Inner model or measurement model and structural model.

Test Measurement Model / Outer Model

This test is useful for measuring the value of validity and reliability through construction or indicator measurements. In the measurement test includes internal consistency or composite reability, indicator reliability, convergent validity (average variance extracted) and the validity of discrimination. According to Imam Ghazali, the number loading factor It is determined to be valid when the correlation number reaches > 0.6. When the number loading factor It is considered high, it can be concluded that the indicators in the construct have a high similarity.

Figure 4. SmartPLS Outer Loading Results

In Figure 4, the loading factor number in the indicator of each variable ranges from 0.6 and above, which means that it can be said to be valid because it reaches the correlation standard that has been determined. Meanwhile, the validity test of the indicator can be measured through the convergence value of validity (Avarage Variance Extracted). The convergence value of validity can be seen in Table 2.

According to Table 2, it can be seen that the value of AVE is above 0.5 which means that the lift explains a good convergence of validity. The average construct outlines more than half (50%) of each indicator, this is shown through the value of AVE which exceeds 0.5. The process after that is to test the reliability of the internal consistency of the construct according to the value of the Cronbach's alpha, rho_A and composite reliability based on the standard value of 0.6. The results of the reliability test will be presented in Table 3.

Table 2. Convergent Validity (AVE)

Variable	AVE
Celebrity Endorsement	0,641
E-WOM	0,628
Buying Interest	0,623
Online Advertising	0,545

SmartPLS Data Processing Source (2024)

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	rho_A	Composite Reliability
Celebrity Endorsement	0,720	0,720	0,843
E-WOM	0,704	0,711	0,835
Buying Interest	0,798	0,798	0,868
Online Advertising	0,834	0,838	0,878

Source: SmartPLS Data Processing (2024)

In Table 3, it can be seen that each variable mentions a number of more than 0.6 which explains that the existing variable has reached the internal consistency reliability provision.

Structural Model / Inner Model Test

Structural Model Testing (Inner Model) It is a model to take into account the causality relationship between latent variables. At the bootstrapping, T test value standardization-Statistics obtained to estimate the existence of a relationship. While inner model It is used to estimate the strength of the conjecture between latent variables or constructs.

R Square Test

The determination coefficient (R Square) is a process used to test how far endogenous constructs can be described through exogenous constructs. The value of the determination coefficient is generally between 0 and 1. During the testing stage, the structural model begins with R Square analysis on all endogenous latent variables, which shows the prediction intensity of the model. By an R Square value of 0.75 explains that the prediction strength level is high, for a value of 0.50 identifies a moderate prediction, while 0.25 indicates a weak prediction strength level. An explanation related to the R Square test will be presented in Table 4.

Table 4. Reliability Test Results

Variable	R Square	Adjusted R Square
Buying Interest	0,697	0,687

Source: SmartPLS Data Processing (2024)

According to the data listed in table 4, it can be concluded that the determination coefficient or R Square of the buying interest variable is 0.697 which means that as many as 69.7% of the dimensions of the buying interest variable can be described through electronic word of mouth (E-WOM), celebrity endorsements, and online advertising. The remaining 30.3% were affected by other variables apart from the hypothesis that had been mentioned.

Hypothesis Test

Table 5. Hypothesis Test Results

Variable	O	M	(STDEV)	T Statistics (|O/STDEV|)	P Values	Result	Hypothesis
E-WOM -> Buying Interest	0,409	0,423	0,113	3,609	0.000	Significant	Accepted
Celebrity Endorse -> Buying Interest	0,241	0,232	0,100	2,414	0,018	Significant	Accepted
Online Advertising -> Buying Interest	0,268	0,266	0,114	2,342	0,021	Significant	Accepted

Source: SmartPLS Data Processing (2024)

The results of the data listed in table 5 explain that the electronic word of mouth (E-WOM) variable (X1) has a parameter coefficient of 0.409 to buy interest, where the T-statistic exceeds the value of the T-table (1.96) which is 3.609 and the P value is 0.000, so the conclusion can be drawn, namely the electronic word of mouth (E-WOM) has a positive and significant influence on buying interest, so the H1 hypothesis is accepted. Furthermore, the celebrity endorsement variable (X2) on buying interest shows a parameter coefficient value of 0.241 with T-statistic exceeding the T-table value (1.96) which is 2.414 and a P value of 0.018 so that the celebrity endorsement statement has a positive and significant influence on the variable of buying interest (Y), then the H2 hypothesis is acceptable. For the online advertising variable (X3) on buying interest, it gives a parameter reliability result of 0.268, then the T-statistic value is greater than the T-table (1.96), which is 2.342 and the P value is 0.021, which shows celebrity endorsement. has a positive and significant influence on buying interest. So that the H3 hypothesis statement is accepted.

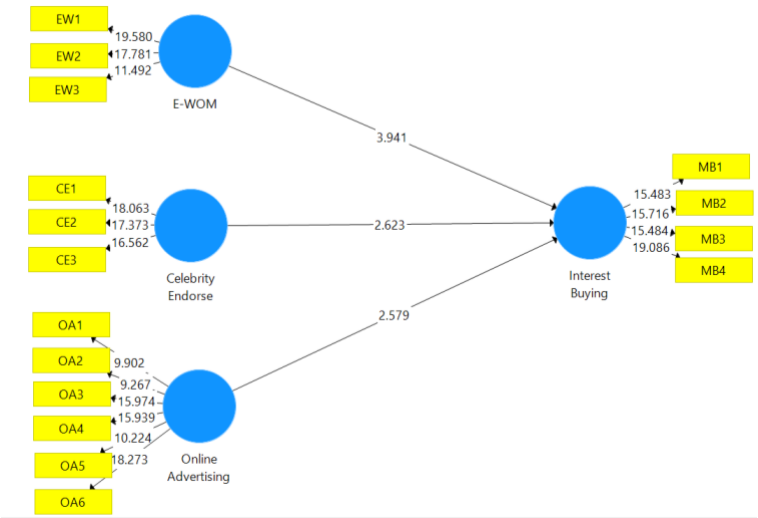

Figure 5. SmartPLS Bootstrapping Results

3.2 Discussion

Based on the results of the analysis above, it is stated that electronic word of mouth (E-WOM) has a significant influence on buying interest. Currently, the development of E-WOM is very helpful for companies and business actors in determining an effective strategy with the help of statements given by their own consumers such as comments they make on social media related to the product.

The above statement is in line with previous research that states electronic word of mouth (E-WOM) Affects consumer buying interest (Desi Lestari & Gunawan, 2021)(Hanako Fatimah Pertiwi, 2021) However, it is different from the results of the study (Andrew & Erdiansyah, 2021) which says that electronic word of mouth (E-WOM) does not affect consumer buying interest. The existence of E-WOM will be more convincing to consumers in the products that are in demand. E-WOM has a positive influence on buying interest by increasing product awareness, building trust, reducing risk and increasing the likelihood of purchase (Andrew & Erdiansyah, 2021). Factors such as source credibility, review quality, number of reviews and social media affect the effectiveness of E-WOM (Muninggar & Rahmadini, 2022). However, E-WOM also has a negative impact if the review is negative, unobjective or unresponsive (Dwiyanti et al., 2023). Therefore, effective strategies such as rewarding customers, responding to reviews, creating engaging content and measuring the influence of E-WOM can increase its effectiveness (Aisyah & Engriani, 2019). The results of the resulting analysis indicate that celebrity endorsements have a significant effect on buying interest. With celebrity endorsements, shopping habits become labile because celebrities who are in demand are promoting certain products. For consumers who really idolize certain celebrities, they will always follow him in whatever he thinks is good.

The results of this study are in accordance with previous research which said Celebrity Endorse has a significant influence on buying interest (Sari et al., 2022) is different from one of the previous studies where Celebrity Endorse does not affect buying interest (Achmad, 2022). The suitability of the product with the celebrity chosen is important for the company in managing the buying interest of its consumers. Celebrity endorsements have a significant positive impact on buying interest (Rahmah & Arafah, 2023). They increase brand and product awareness, build trust and credibility, and increase buying and selling interest (Kurniawan & Susanto, 2020). Popular and credible celebrities can make products more appealing to the target audience (Saputra et al., 2023). Factors such as the celebrity's fit with the brand, the quality of the campaign, the right target audience, and the integrated marketing strategy also affect the effectiveness of endorsements (Muslimah Damayanti, Zakiyah, 2020). By choosing the right celebrities, companies can increase brand recognition and reputation, as well as increase social media interaction and engagement (Achmad, 2022).

According to the results of the study, it indicates that online advertising has a significant effect on buying interest. Digging up information about products is not a difficult thing with the help of online advertising and existing internet networks. This is very useful for consumers and also companies who want to know what kind of products their market is interested in.The result of this statement is the same as other studies that state that Online Advertising has a significant effect on buying interest (Aprilianti & Hasbi, 2024)(Siswanto & Aryanto, 2024) However, it rejected one of the results of the study that stated that Online Advertising Affects the Buying Interest Variable (Nyio et al., 2022).

Online advertising increases buying interest by increasing brand awareness, building trust and directing consumers to a website or store (Aprilianti & Hasbi, 2024). Effective online advertising can increase conversions, sales and revenue (Anggarani et al., 2023). In addition, online advertising also allows companies to target specific audiences based on interests, location and behavior (Iqbal et al., 2022). Factors such as content quality, attractive design, proper use of keywords and accurate target audience strategies affect the effectiveness of online advertising (Gribaldi Finsa & Prastyani, 2024). In addition, the use of technologies such as personalization, data analysis and search engine optimization (SEO) can also improve the effectiveness of online advertising and increase buying interest (Algiffary et al., 2020).

4. CONCLUSION

Based on the results of this study, it is concluded that electronic word of mouth (E-WOM), celebrity endorsement, and online advertising have a significant influence on consumer buying interest in fashion products, especially ventela shoe products. Creating a marketing strategy from consumer comments itself has proven to be effective in attracting consumer buying interest, electronic word of mouth (E-WOM) can also be the key opportunity in innovating ventela shoe products. On the other hand, celebrity endorsements are able to disrupt consumer trust in products and are proven to be able to attract consumer buying interest. Online advertising is also no less important in playing a role in increasing the buying interest of ventela consumers, through various social media and websides, able to increase the percentage of increasing consumer buying interest today.

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