

The Influence of Followers' Cognitive Response on Promotional Content on Instagram @transstudio.bandung on Ticket Purchase Intention

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Abstract

The advancement of information technology in the globalized era has had a profound impact on various aspects of people's lives, particularly in the marketing sector. Companies are now utilizing various digital platforms, especially social media, as a means to interact directly with consumers and influence their purchasing decisions. Instagram, as one of the rapidly growing social media has been utilized by companies to promote their products or services. Trans Studio Bandung is an entertainment area in Bandung that actively uses Instagram to upload promotional content with the aim of attracting more visitors. This study aims to analyze the effect of promotional content published on the Instagram account @transstudio.bandung on the ticket purchase intention of its followers. Using cognitive response theory, which divides the cognitive process into three main elements, namely thoughts about the product, source, and ad execution, this study examines how the audience's cognitive response to the content received can affect attitudes and purchase intention. It also examines whether audience engagement with Instagram content can increase ticket purchase intention. Using a quantitative approach, this study makes ticket purchase intention as the dependent variable and analyzes the effect of cognitive response on ticket purchase decisions. Based on the results of the analysis, this study concludes that thoughts about the product, credibility of the message source, and advertising packaging have a significant influence on followers' attitudes towards the Trans Studio Bandung brand and advertisements. This attitude then has a direct effect on ticket purchase intention, where the way promotional content is packaged on Instagram can increase followers' purchase intention. Thoughts about the product and the credibility of the message source play an important role in shaping attitudes that ultimately influence the decision to buy tickets. These results show the importance of cognitive elements in social media marketing.

Keywords : Cognitive Response Theory, Trans Studio Bandung, Purchase Intention, Instagram, Followers

INTRODUCTION

The development of globalization has brought about major changes in people's lives, especially through advances in information and communication technology that have changed patterns of social interaction. Information technology has become the basis for building networked societies where social, economic, and cultural relationships are increasingly dependent on access to information. One of the impacts of this is a shift from traditional marketing to digital marketing, which utilizes the internet to reach consumers more effectively. Digitalization has changed the way companies communicate with customers through social media, email, and other online platforms that allow for greater personalization and interactivity compared to conventional marketing. Internet users in Indonesia continue to increase, with the number of internet users estimated to reach 221.56 million in 2024, covering 79.5% of the total

population. This figure shows an increase of 1.4% compared to the previous period. The rapid development of the internet has also triggered the emergence of various innovations, including in the field of social media (APJII, 2024). Social media has now become a crucial element in modern society, influencing communication, social interaction, information sharing, and marketing. According to the We Are Social 2024 report, 90.9% of the average internet users in Indonesia aged 16-64 use social media, with Instagram being the second most popular platform, used by 85.3% of people. In January 2024, there were 139 million social media users in Indonesia, accounting for 49.9% of the total population. Social media also provides opportunities for influencers, brands, and organizations to effectively promote their products and services, with Instagram being one of the main platforms for promotion.

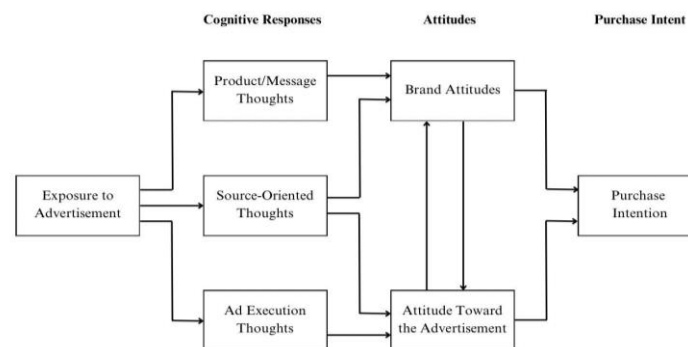


Picture 1. Instagram Usage in Indonesia February 2024
Source: Napolen. Cat

Instagram is an application used by its users to share photos and videos, with editing features using filters and settings based on tags and locations. According to (Widiastuti & Indriastuti, 2022), by utilizing Instagram, businesses can display photos or videos of their products and services that can attract consumers' attention. This makes it a strategic place for companies to promote their products or services. The use of Instagram as a medium for seeking information can trigger various cognitive responses, as explained in the book Advertising and Promotion: An Integrated Marketing Communications Perspective (Belch & Belch, 2015).

According to a report released by (NapoleonCat., 2024), during May 2024, there were 90,183,200 Indonesians who were Instagram users. Instagram has a major influence on product marketing and purchasing, with posts designed to attract the attention of other users. The use of Instagram to search for information can trigger a cognitive response, which is the

process of thinking about the message received. It has been noted that users often search for information based on community recommendations or social influence, which triggers cognitive evaluations such as comparing information with personal experiences and considering the credibility of the source (Sheldon & Bryant, 2016). Marketing content aims to increase consumer awareness and interest in purchasing products. Consumer purchase interest refers to behavior where consumers show a desire to buy or choose a product, based on their experience in choosing, using, consuming, or even just wanting the product (Kotler & Keller, 2016). Purchase interest reflects a strong desire to buy or interact further with a product, which is influenced by experience and perception of the product's value and benefits. This interest is an important factor in shaping consumer behavior. Respondents' purchase interest is significantly influenced by the attention given by respondents (Chasana & Pratiwi, 2023).



Picture 2. Cognitive Response Theory Model
Source: Belch & Belch 2003

The theory applied in the following study is the cognitive response theory proposed by (Belch & Belch, 2003). The purpose of the cognitive process is to process information into thoughts and evaluations. Customer attitudes toward content and their desire to visit are influenced by thoughts that arise from their responses to their experiences. In the cognitive response model, thoughts about a product are divided into three components, namely thoughts about the product/message, the source, and the execution of the advertisement. There is a basic assumption in this theory that the audience plays an active role in the process of receiving information by assessing the information received based on their prior knowledge and attitudes, which then influence their purchasing decisions (Belch & Belch, 2003). When linked to the influence of cognitive responses on ticket purchase interest, cognitive response theory explains that the thinking and evaluation processes carried out by the audience towards the messages or information received play an important role in shaping attitudes and purchasing decisions. Trans Studio Bandung is a spacious, modern, and multifunctional entertainment complex located in the city of Bandung, West Java province, Indonesia, under the auspices of Trans Media, owned by CT Corp. This complex was built with the vision and goal of becoming one of the leading entertainment destinations in the region, providing a variety of

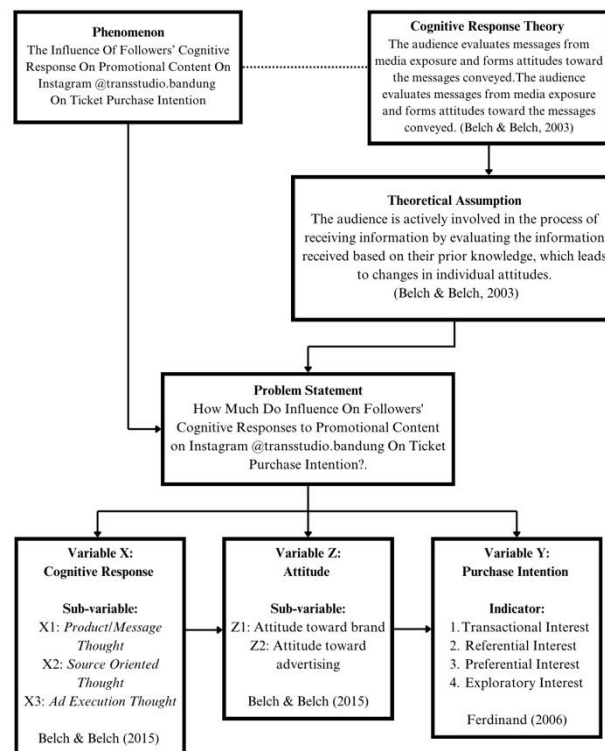
facilities and attractions specifically designed to meet the diverse needs, tastes, and preferences of visitors of all ages.

This aims to create a pleasant, attractive, and ideal environment for quality activities with family, loved ones, or friends, all in a cheerful, fun, and joyful atmosphere. As part of its promotional strategy and to attract more visitors, Trans Studio Bandung utilizes the Instagram social media platform @transstudio.bandung to present interesting content, highlight its various rides and facilities, and provide relevant and inspiring information to potential visitors. Trans Studio Bandung is one of the social media accounts that is quite active in consistently uploading various types of content every day. This activity is carried out as part of their marketing and communication strategy with the main objective of attracting the attention of the wider community through the content presented. The content is designed in such a way as to increase public interest in the various offers available, especially in terms of purchasing tickets to enter the Trans Studio Bandung playground. Therefore, the researcher intends to explore and analyze further the influence of the various content presented through Trans Studio Bandung's official Instagram social media account on the level of interest in purchasing tickets among its followers. This study is expected to provide a more comprehensive understanding of the effectiveness of utilizing

social media as a means to increase interaction and encourage purchasing interest among the audience, which is the main target market.

Before proceeding to the data analysis stage, the researcher will first explain the hypothesis and conceptual framework used to test the results in this study. In this study, Cognitive

Response Theory will be used to test the effect of cognitive responses to the content of the @transstudio.bandung Instagram account on followers' purchase interest. Figure 1 shows the conceptual framework used by the researcher in this study:



Picture 3. Research Framework
Source: Researcher's Work

Based on the above explanation, researchers have a great interest in researching and understanding the extent of the cognitive response of followers to promotional content published on the @transstudio.bandung

Instagram account and how this response can influence ticket purchase interest. This study aims to explore in depth how attitudes and purchasing interest formed as a result of exposure to promotional content on Instagram can influence

followers' attitudes towards the brand or product being promoted. In addition, this study also aims to identify how changes in attitude resulting from interaction with promotional content ultimately contribute to their decision-making in the form of interest in purchasing tickets. Thus, this study not only focuses on analyzing individuals' cognitive responses to advertisements or promotions, but

also looks at the direct relationship between attitudes formed from exposure to promotional content and followers' tendency to purchase tickets, which ultimately provides insight into how promotional strategies through social media, especially Instagram, can influence consumer behavior in the context of purchasing interest.

RESEARCH METHODOLOGY

This study applies a quantitative method that analyzes a specific population and sample to test hypotheses, with the aim of determining whether the hypotheses are proven or not. This study also uses explanatory studies to determine the influence between the variables analyzed. The research population consists of Instagram followers of @transstudio.bandung who left comments on content posted between April 2024 and June 2024, totaling 2,204 followers. This sample was selected based on characteristics that reflect the population as a whole so that the conclusions drawn from the sample can be applied to the population as a whole. A sample is a part of the population that reflects its characteristics and size (Sugiyono, 2021). As a first step, the researcher compiled a sampling frame by recording the names and numbers of all members of the target population. Next, the researcher randomized the names using Google Spreadsheets by entering a formula to automatically randomize them. After obtaining

the randomized names, the researcher contacted the selected Instagram accounts via direct message and provided them with a link to the Google Form questionnaire. In this study, the sample size was calculated using the Taro Yamane formula with a margin of error of 10%.

This study applies the Likert scale as a measurement tool to assess non-cognitive aspects, namely to measure respondents' attitudes, perceptions, and preferences towards a phenomenon being studied. This measurement scale was chosen because of its ability to describe differences in the intensity or frequency of respondents' feelings or views. The Likert scale is a measurement tool designed to measure a person's attitude or opinion towards an object by providing a series of statements that respondents can answer based on their level of agreement or disagreement (Sugiyono, 2021). In this study, the researcher used the Likert scale, which classifies respondents' answers into specific categories, such as strongly agree, agree, neutral, disagree,

and strongly disagree. This type of ordinal scale allows researchers to measure the intensity of respondents' attitudes or opinions in a more structured manner, even though it does not provide a definite distance between one category and another. The use of an ordinal scale in research allows for the classification of attitudes or assessments without requiring exact numbers or intervals, but still provides sufficient information for researchers to draw conclusions about the respondents' attitude tendencies (Tull & Hawkins, 2014). The scores used in this study were 1-5.

RESULTS AND DISCUSSION

According to the results of the study, the data reveals that of the total 96 respondents, 43 were male (44.74%) and 53 were female (55.21%). Therefore, the number of female respondents was more dominant than male respondents. In addition, the respondents in this study were aged between 15 and 45 years. There were 11 respondents aged 29 years (11.46%), 9 respondents aged 26 years (9.38%), and 7 respondents aged 28 years and 32 years (7.29%). Thus, there was 1 respondent (1.04%) in the early adolescence group, 18 respondents (18.75%) in the late adolescence group, 60 respondents (62.50%) in the early adulthood group, and 17 respondents (17.71%) in the late adulthood group. Thus, the majority of respondents in this study were in the early adult group, aged between 26 and 35 years. Furthermore, in terms of

The research data was analyzed using descriptive and inferential data analysis. To meet the requirements for path analysis, where the data used must at least have an interval variable level, the ordinal scale in the study was first transformed into an interval scale using the Method of Successive Intervals (MSI). All calculations were performed using Microsoft Excel and IBM SPSS Statistics 29.0 to see the results of the influence of the cognitive responses of followers of the @transstudio.bandung Instagram account on ticket purchase interest.

domicile, there were respondents residing in Bandung with a total of 55 respondents (57.29%), followed by respondents residing in Cimahi with a total of 11 respondents (11.46%), and respondents residing in Jakarta with a total of 6 respondents (6.25%). Thus, most respondents reside in Bandung. Finally, respondents with a bachelor's degree numbered 48 (50.00%), followed by high school/vocational school graduates, numbering 22 respondents (22.92%), diploma graduates, numbering 19 respondents (19.79%), master's degree graduates, numbering 6 respondents (6.25%), and junior high school graduates, numbering only 1 respondent (1.04%). Thus, most respondents had a bachelor's degree. Additionally, to gain a clearer understanding of this research, the following is the hypothesis tested in the study titled "The Influence of

Followers' Cognitive Responses to Promotional Content on Instagram @transstudio.bandung on Ticket Purchase Interest.

H0: Cognitive response (X) of followers to promotions on the Instagram account @transstudio.bandung has no effect on the

purchase interest (Y) of followers with attitude (Z) as an intervening variable.

H1: The cognitive response (X) of followers to promotions on the Instagram account @transstudio.bandung has an effect on the purchase intention (Y) of followers, with attitude (Z) as an intervening variable.

No	HYPOTHESIS
1	Product/Message Thoughts in promotional advertisements (X1) on the Instagram account @transstudio.bandung have an influence on the attitudes of followers toward the brand (Z1).
2	Source-Oriented Thoughts in promotional advertisements (X2) on the Instagram account @transstudio.bandung have an influence on the attitudes of followers toward the brand (Z1).
3	Product/Message Thoughts (X1) and Source-Oriented Thoughts (X2) on the Instagram account @transstudio.bandung influence the attitudes of followers toward the brand (Z1).
4	Source-Oriented Thoughts on promotional advertisements (X2) on the Instagram account @transstudio.bandung have an influence on the attitude towards advertisements (Z2) of followers.
5	Ad Execution Thoughts on promotional advertisements (X3) on the Instagram account @transstudio.bandung have an influence on the attitude towards advertisements (Z2) of followers.
6	Source-Oriented Thoughts (X2) and Ad Execution Thoughts (X3) on the Instagram account @transstudio.bandung have an influence on the attitude towards advertisements (Z2) of followers.
7	Attitudes toward the brand (Z1) on the Instagram account @transstudio.bandung have an influence on followers' interest in purchasing tickets (Y).
8	Attitudes toward advertisements (Z2) on the Instagram account @transstudio.bandung have an influence on followers' interest in purchasing tickets (Y).
9	Attitudes toward the brand (Z1) and attitudes toward advertisements (Z2) on the Instagram account @transstudio.bandung have an influence on followers' interest in purchasing tickets (Y).
10	Product/Message Thoughts in promotional advertisements (X1) on the Instagram account @transstudio.bandung have an effect on the purchase intention (Y) of followers with attitudes toward the brand (Z1) as an intervening variable.
11	Source-Oriented Thoughts in promotional advertisements (X2) on the Instagram account @transstudio.bandung have an effect on the purchase intention (Y) of followers with attitudes toward the brand (Z1) as an intervening variable.
12	Source-Oriented Thoughts in promotional advertisements (X2) on the Instagram account @transstudio.bandung have an effect on the purchase intention (Y) of followers, with attitudes toward advertisements (Z2) as an intervening variable.
13	Ad Execution Thoughts on promotional advertisements (X3) on the Instagram account @transstudio.bandung have an effect on the purchase interest (Y) of followers with attitudes toward advertisements (Z2) as an intervening variable.

Table 1. Sub-Hypothesis
Source: Researcher's Work

After learning in detail about the conceptual framework and hypotheses tested in this study, the first stage of analysis conducted by

the researcher in this study was descriptive analysis. The descriptive analysis in this study aims to identify respondents' responses to the

research variables presented through questions in the questionnaire. The data obtained from the questionnaire was analyzed and grouped into three categories, namely high, medium, and low. Descriptive analysis of the sub-variable Product/Message Thoughts (X1) shows that the majority of respondents gave answers in the high category, with a total of 89 respondents (92.71%), followed by the medium category with a total of 6 respondents (6.25%), and the low category with 1 respondent (1.04%). Thus, the majority of respondents in the sub-variable category of Product/message thoughts (X1) on the @transstudio.bandung Instagram account regarding products or services and claims conveyed in the message were in the high category. It can be seen that the majority of followers stated that Product/message thoughts had been implemented and that there were two types of thoughts among followers, namely counter arguments and support arguments. Next is the sub-variable Source Oriented Thoughts

(X2), which tends to fall into the high category, with 90 respondents (93.75%). Thus, the majority of respondents in the Source Oriented Thoughts (X2) sub-variable category on the @transstudio.bandung Instagram account regarding the selection of models in Instagram upload content were in the high category. The majority of followers stated that Source Oriented Thoughts had been implemented and that there were two types of thinking, namely source bolster and source derogations. The next sub-variable is Ad Execution Thoughts (X3), with results tending to fall into the high category, namely 82 respondents (85.42%). Thus, the majority of respondents in the Ad Execution Thoughts (X3) sub-variable category on the @transstudio.bandung Instagram account rated the packaging of Instagram content as high. The majority of followers stated that Ad Execution Thoughts had been implemented and that there was a type of thinking, namely creativity.

No	Variable	High		Medium		Low	
		f	%	f	%	f	%
1	Cognitive Response (X)	90	93,75%	5	5,21%	1	1,04%
2	Product/ Message Thoughts (X1)	89	92,71%	6	6,25%	1	1,04%
3	Source-oriented thoughts (X2)	90	93,75%	6	6,2%	0	0%
4	Ad Execution Thoughts (X3)	82	85,42%	12	12,50%	2	2,08%

Table 2. Descriptive Cognitive Responses
Source: Researcher's Work

The next descriptive analysis is on the sub-variable of attitude towards the brand (Z1), which tends to fall into the high category, namely 70 respondents (72.92%). Thus, most

respondents in the sub-variable category of attitude towards the brand (Z1) on the Instagram account @transstudio.bandung are concerned with individual evaluations of a brand. The

majority of followers stated that their attitude towards the brand had been implemented and that there were three types of thinking, namely remembered brand, liked brand, and chosen brand. Furthermore, the attitude towards advertising (Z2) tended to fall into the high category, namely 90 respondents (93.75%). Thus, the majority of respondents in the sub-variable category of attitude towards advertising (Z2) on the @transstudio.bandung Instagram account were regarding the acceptance or rejection of promotional content on the @transstudio.bandung Instagram account.

Therefore, the majority of followers stated that their attitude towards advertising had

been implemented and that there were three types of thinking, namely cognitive, affective, and conative. Finally, the sub-variable of purchase interest (Y) is mostly in the high category, with 76 respondents (79.17%). Thus, the majority of respondents fall into the purchase interest variable (Y) category regarding Trans Studio Bandung tickets. It can be seen that the majority of followers stated that there is already an interest in purchasing tickets in the promotional content on Trans Studio Bandung's Instagram, which consists of four indicator components: transactional, referential, preferential, and exploratory.

No	Variable	High		Medium		Low	
		f	%	f	%	f	%
1	Attitudes (Z)	84	87,50%	11	11,46%	1	1,04%
2	Attitude Towards Brand (Z1)	70	72,92%	25	26,04%	1	1,04%
3	Attitude Towards Advertising (Z2)	90	93,75%	6	6,2%	0	0%

Table 3. Descriptive Attitudes
Source: Researcher's Work

No	Variable	High		Medium		Low	
		f	%	f	%	f	%
1	Purchase Intention (Y)	76	79,17%	19	19,79%	1	1,04%

Table 4. Purchase Intention
Source: Researcher's Work

After conducting a descriptive analysis, the researcher performed a correlation analysis between variables in the study. This analysis aimed to find causal relationships or influences between variables using path analysis. Prior to that, the correlation matrix between variables or

sub-variables such as Product/message thoughts (X1), Source Oriented Thoughts (X2), Ad Execution Thoughts (X3), Attitude towards Brand (Z1), Attitude towards Advertising (Z2), and Purchase Interest (Y) using Pearson Product Moment or PPM (correlation technique). The

PPM correlation value (r) ranges from -1 to +1, where $r = -1$ indicates a perfect negative correlation, $r = 0$ indicates no correlation, and $r = +1$ indicates a perfect positive correlation. The closer the value is to +1, the stronger the correlation between variables. This relationship

can vary from weak to strong, with values between 0 and 1, which includes both negative and positive directions. In more detail, the results of the correlation analysis between variables in the following study can be found in Table 5.

		Correlations					
		Product/Message Thoughts (X1)	Source Oriented Thoughts (X2)	Ad Execution Thoughts (X3)	Sikap Terhadap Brand (Z1)	Sikap Terhadap Iklan (Z2)	Minat Beli (Y)
Product/Message Thoughts (X1)	Pearson Correlation	1	.631**	.548**	.637**	.651**	.664**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96
Source Oriented Thoughts(X2)	Pearson Correlation	.631**	1	.605**	.675**	.623**	.607**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96
Ad Execution Thoughts (X3)	Pearson Correlation	.548**	.605**	1	.536**	.569**	.463**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	96	96	96	96	96	96
Sikap Terhadap Brand (Z1)	Pearson Correlation	.637**	.675**	.536**	1	.692**	.743**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	96	96	96	96	96	96
Sikap Terhadap Iklan (Z2)	Pearson Correlation	.651**	.623**	.569**	.692**	1	.710**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	96	96	96	96	96	96
Minat Beli (Y)	Pearson Correlation	.664**	.607**	.463**	.743**	.710**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	96	96	96	96	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5. Correlation Test Results
Source: Researcher's Work

The correlation value shows the existence of a correlation between each sub-variable and variable involved in the analysis. Based on the significance test using the SPSS program, if the probability value of 0.05 is smaller than or equal to the Sig probability value ($0.05 \leq \text{Sig}$), then H_0 is accepted and H_1 is rejected, which means that the relationship is not significant. Meanwhile, if the probability value is greater than or equal to 0.05 or $[0.05 \geq \text{Sig}]$, then H_0 is rejected and H_1 is accepted, with significant results. Based on the calculation results shown in

Table 1, it can be concluded that all sub-variables and variables are related with a moderate to strong level of relationship, so that the existence of variables X, Y, and Z can be tested for their influence.

The researchers then proceeded with path analysis testing to measure the magnitude of each variable's influence, as described in the research hypothesis. At this stage, the researchers analyzed the participation shown through the path coefficients in all path diagrams depicting the causal (relationship) between variables or hypothesis testing. The main focus was to examine the influence of the independent variable

Cognitive Response (X), which consists of the sub-variables Product/Message Thoughts (X1) and Source Oriented Thoughts (X2), on Attitude towards Brand (Z1), as well as the influence of Source Oriented Thoughts (X2) and Ad Execution Thoughts (X3) on Attitude towards Advertising (Z2). Furthermore, the influence of Attitude toward Brand (Z1) and Attitude toward

Advertisement (Z2) on Purchase Intention (Y) is also analyzed. Hypothesis testing was carried out in two stages, namely simultaneous testing (F test) to evaluate the overall significance of independent variables on dependent variables, as well as partial testing (t test) to test the significance of each independent variable on dependent variables.

F _{hitung}	KD	Df	F _{tabel}	Sig	Description	Conclusion
52,281	52,9%	df ₁ = 2	3,094	< 0,001	Ho Reject	There is an influence (Significant)

Table 6. Simultaneous Hypothesis Testing (F-test)

Source: Researcher's Work

According to the results of the path analysis research, the following values were obtained F_{hitung} as large as 52,281 and significance value $< 0,001$. Because the value F_{hitung} (52,281) $> F_{tabel}$ (3,094) or Sig. (< 0.001) $< \alpha$ (0,05) then H_0 was rejected. In other words, it can be concluded that these results show a significant influence of Product/Message Thoughts (X1) and Source Oriented Thoughts (X2) on Attitude Towards Brand (Z1). The path coefficient of Product/Message Thoughts (X1) is 0.350, indicating a positive direction. Therefore, the direction of influence of Product/Message Thoughts (X1) on Attitude toward Brand (Z1) is unidirectional; when Product/Message Thoughts (X1) are high, Attitude toward Brand (Z1) will also be high, and vice versa. The path coefficient

of Source Oriented Thoughts (X2) is 0.454, pointing in a positive direction. This means that the direction of influence of Source Oriented Thoughts (X2) on Attitude towards Brand (Z1) is unidirectional; when Source Oriented Thoughts (X2) are high, Attitude towards Brand (Z1) will also be high, and vice versa. The influence of Product/Message Thoughts (X1) and Source Oriented Thoughts (X2) on Brand Attitude (Z1) shows that these variables together have a positive and significant influence. This indicates that the audience accepts the advertising message well, which influences their attitude towards Trans Studio Bandung. As explained by (Belch & Belch 2003), cognitive response is a thought process triggered by advertising stimuli that can influence consumer decisions and actions.

Variable	Path Coefficient	t_{hitung}	t_{tabel}	Sig. Count	Sig. Research	Description	Conclusion
$X1 \rightarrow Z1$	0,350	3,814	1,986	<0,001	0,05	Ho Reject	Significant
$X2 \rightarrow Z1$	0,454	4,952	1,986	<0,001	0,05	Ho Reject	Significant

Table 7. T-test of the effect of Product/Message Thoughts (X1) on Attitude toward Brand (Z1)
Source: Researcher's Work

Subvariable X1 has a value of t_{hitung} as large as 3,814 and Sig. <0,001. Because the value t_{hitung} (3,814) > t_{tabel} (1,986) or Sig. (<0,001) < 0,05 then H_0 was rejected. Therefore, it can be concluded that there is an influence of Product/Message Thoughts (X1) on Attitude towards Brand (Z1). This shows that product/message thoughts are one of the components in the cognitive response variable that can influence followers' attitudes towards brands or trademarks that view content on Instagram @transstudio.bandung. Based on the

analysis results, it can be seen that subvariable X2 has a value of t_{hitung} a number of 4,952 and Sig. <0,001. Due to the value t_{hitung} (4,952) > t_{tabel} (1,986) or Sig. (<0,001) < 0,05 and then H_0 was rejected. Therefore, it can be concluded that Source Oriented Thoughts (X2) have an influence on Attitude towards Brand (Z1). This shows that Source Oriented Thoughts are one of the components in the cognitive response variable that can influence followers' attitudes towards brands or trademarks that view content on Instagram @transstudio.bandung.

F_{hitung}	KD	Df	F_{tabel}	Sig	Description	Conclusion
37,438	44,6%	$df_1 = 2$ $df_2 = 93$	3,094	< 0,001	Ho Reject	Significant

Table 8. Simultaneous Hypothesis Testing (F Test)
Source: Researcher's Work

Based on the results of the analysis using path analysis, the following values were obtained F_{hitung} as large as 37,438 and a significance value < 0.001. Because the value F_{hitung} (37,438) > F_{tabel} (3,094) or Sig. (< 0,001) < α (0,05) and then H_0 was reject. Thus, it can be concluded that these results show a significant influence of Source Oriented Thoughts (X2) and Ad Execution Thoughts (X3) on attitudes toward advertising

(Z2). The path coefficient for Source Oriented Thoughts (X2) is 0.440 with a positive direction, which means that the influence of Source Oriented Thoughts (X2) on Attitude towards Advertising (Z2) is unidirectional. If the value of Source Oriented Thoughts (X2) increases, then Attitude towards Advertising (Z2) will also increase, and vice versa. Meanwhile, the path coefficient for Ad Execution Thoughts (X3) is

0.303 with a positive direction, which indicates that the influence of Ad Execution Thoughts (X3) on Attitude towards Advertising (Z2) is also unidirectional, where an increase in Ad Execution Thoughts (X3) will cause Attitude towards Advertising (Z2) to increase as well, and vice versa.

Based on the above results, it shows that Source Oriented Thoughts (X2) and Ad Execution Thoughts (X3) have a significant

influence on the intervening variable. As stated in their book entitled Advertising and Promotion: An Integrated Marketing Communication Perspective, source-oriented thoughts and ad execution thoughts play an important role in shaping followers' attitudes toward advertisements (Belch & Belch 2015). Effective advertising must be able to use credible and attractive sources and be executed well to maximize the positive impact on followers' attitudes toward the advertisement.

Variable	Path Coefficient	t_{hitung}	t_{tabel}	Sig. Count	Sig. Research	Description	Conclusion
X2 → Z2	0,440	4,534	1,986	<0,001	0,05	Ho Reject	Significant
X3 → Z2	0,303	3,123	1,986	0,002	0,05	Ho Reject	Significant

Table 9. T-test of the effect of Source Oriented Thoughts (X2) on Attitudes toward Advertising (Z2)
Source: Researcher's Work

Based on the analysis that has been conducted, it can be seen that the sub-variable X2 has a value of t_{hitung} as large as 4,534 and Sig. value <0.001. Because value t_{hitung} (4,534) > t_{tabel} (1,986) or Sig. (<0,001) < 0,05 then Ho is not accepted. In other words, it can be concluded that there is an influence of Source Oriented Thoughts (X2) on Attitudes towards Advertising (Z2). This shows that Source Oriented Thoughts are part of the cognitive response variables that can influence attitudes toward advertisements viewed by followers on Instagram @transstudio.bandung.

Based on the results of the analysis that has been carried out, it can be seen that sub-variable X3 has a value of t_{hitung} sebesar 3,123 and Sig. 0,002. Because value t_{hitung} (3,123) greater than t_{tabel} (1,986) or value Sig. (0,002) less than 0.05, then Ho is not accepted. Therefore, it can be concluded that there is an influence of Ad Execution Thoughts (X3) on Attitudes towards Advertising (Z2). This shows that Ad Execution Thoughts are part of the cognitive response variables that can influence attitudes towards advertisements seen by followers on Instagram @transstudio.bandung.

F_{hitung}	KD	Df	F_{tabel}	Sig	Description	Conclusion
77,855	62,6%	df ₁ = 2 df ₂ = 93	3,094	< 0,001	Ho reject	there is an (significant) influence

Table 10. Simultaneous Hypothesis Testing (F Test)

Source: Researcher's Work

Based on the results of the path analysis, the following values were obtained F_{hitung} as large as 77.855 and a significance value of < 0.001 . Because the value $F_{hitung} (77,855) > F_{tabel} (3,094)$ or $Sig. (< 0,001) < \alpha (0,05)$ so that H_0 is not accepted. Therefore, it can be concluded that these results show a significant influence of attitude towards the brand (Z1) and attitude towards advertising (Z2) on purchase intention (Y). The path coefficient for attitude towards the brand (Z1) is 0.483 with a positive direction. This means that the direction of influence of Attitude towards Brand (Z1) on Purchase Intention (Y) is unidirectional; when Attitude towards Brand (Z1) is high, it can cause Purchase Intention (Y) to also be high, and vice versa. The path coefficient of Attitude towards Advertising (Z2) is 0.376 with a positive direction. This means that the direction

of influence of Attitude towards Advertising (Z2) on Purchase Intention (Y) is unidirectional; when Attitude towards Advertising (Z2) is high, it will cause Purchase Intention (Y) to also be high, and vice versa. The above results show that variable Z has a significant effect on variable Y. This finding also supports the research (Belch & Belch, 2015) in their book entitled Advertising and Promotion: An Integrated Marketing Communication Perspective, which states that attitude towards the brand and attitude towards advertising play an important role in influencing followers' purchase interest in Trans Studio Bandung tickets. Effective advertising must be able to shape positive attitudes towards the brand and the advertisement itself, which is useful for maximizing the positive impact on followers' purchase interest.

Variable	Path Coefficient	t_{hitung}	t_{tabel}	Sig. Count	Sig. Research	Description	Conclusion
Z1 → Y	0,483	5,495	1,986	<0,001	0,05	Ho reject	significant
Z2 → Y	0,376	4,285	1,986	<0,001	0,05	Ho reject	significant

Table 11. T-test of the effect of Attitude (Z) on Purchase Intention (Y)

Source: Researcher's Work

Based on the results of the analysis that has been carried out, it can be seen that the sub-variable Z1 has a t_{hitung} of 5.495 and $Sig. < 0.001$.

Because the $t_{hitung} (5.495) > t_{tabel} (1.986)$ or $Sig. (< 0.001) < 0.05$, H_0 is not accepted. Therefore, it can be concluded that there is an effect of Attitude

towards Brand (Z1) on Purchase Intention (Y). This indicates that attitude towards the brand can influence the purchase intention of followers who view content on Instagram @transstudio.bandung. Based on the analysis results, it can be seen that the sub-variable Z2 has a t_{hitung} of 4.285 and Sig. <0.001 . Because the t_{hitung} (4.285) $> t_{tabel}$ (1.986) or Sig. (<0.001) $<$

0.05, H_0 is not accepted. Therefore, it can be concluded that there is an influence of Attitude toward Advertising (Z2) on Purchase Interest (Y). This shows that attitudes related to advertising can influence the purchase interest of followers when viewing content on Instagram @transstudio.bandung.

Variable	Zhitung	Ztabel	Sig.	a	Description	Conclusion
X1 → Z1 → Y	3,133	1,96	0,002	0,05	Ho reject	significant
X2 → Z1 → Y	3,681	1,96	0,000	0,05	Ho reject	significant

Table 12. Sobel test of the effect of Product/Message Thoughts (X1) through Attitude toward Brand (Z1) on Purchase Intention (Y)

Source: Researcher's Work

Based on the results in the table above, it can be seen that sub-variable X1 has a Z_{hitung} (3.133) $> Z_{tabel}$ (1.96) or Sig. $0.002 < 0.05$, so H_0 is not accepted. Therefore, it can be concluded that the results show the effect of Product/Message Thoughts (X1) through Attitude towards Brand (Z1) on Purchase Intention (Y). This indicates that product/message thoughts are one of the sub-variables of cognitive response that can influence purchase intention through attitude towards brand followers who view content on Instagram @transstudio.bandung.

Based on the results in the table above, it can be seen that sub-variable X2 has a Z_{hitung} (3.681) $> Z_{tabel}$ (1.96) or Sig. $0.000 < 0.05$, so H_0 is not accepted. Therefore, it can be concluded that there is an influence of Source Oriented Thoughts (X2) through Attitude towards Brand (Z1) on Purchase Intention (Y). This indicates that Source Oriented Thoughts is one of the sub-variables of cognitive response that can influence purchase intention through attitude towards brand followers who view content on Instagram @transstudio.bandung.

Variable	Zhitung	Ztabel	Sig.	a	Description	Conclusion
X2 → Z2 → Y	3,111	1,96	0,002	0,05	Ho reject	significant
X3 → Z2 → Y	2,520	1,96	0,012	0,05	Ho reject	significant

Table 13. Sobel test of the effect of Source Oriented Thoughts (X2) through Attitudes towards Advertising (Z2) on Purchase Intention (Y)
Source: Researcher's Work

Based on the results of the analysis above, it can be seen that sub-variable X2 has a Z_{hitung} (3.111) > Z_{tabel} (1.96) or Sig. 0.002 < 0.05, so H_0 is rejected. Therefore, based on these results, it can be summarized that there is an influence of Source Oriented Thoughts (X2) through Attitude towards Advertisements (Z2) on Purchase Interest (Y). This shows that Source Oriented Thoughts is one of the cognitive response sub-variables that can influence purchase interest through the attitude towards advertisements viewed by followers on Instagram @transstudio.bandung.

Second, according to the analysis, it can be seen that sub-variable X3 has a Z_{hitung} (2.520) > Z_{tabel} (1.96) or Sig. 0.012 < 0.05, so H_0 is not accepted. Therefore, it can be summarized that there is an influence of Ad Execution Thoughts (X3) through Attitude towards Advertisements (Z2) on Purchase Interest (Y). This shows that Ad Execution Thoughts is one of the cognitive response sub-variables that can influence purchase interest through attitudes towards advertisements viewed by followers on Instagram @transstudio.bandung.

Direct and indirect effects		Significant contribution (%)
X1 direct	P_{z1x1} P_{z1x1}	12,24
X1 through X2	P_{z1x1} r_{x1x2} P_{z1x2}	10,03
Total effect of X1 on Z1		32,27

Table 14. Direct and indirect effects of Product/Message Thoughts (X1) on Attitudes toward Brand (Z1)
Source: Researcher's Work

Referring to the table above, it can be seen that the direct effect of X1 is 12.24%, X1 passes through X2 by 10.03%, with the total effect of Product/Message Thoughts (X1) on

Attitude towards Brand (Z1) being 32.27%. Thus, it can be concluded that product/ message thoughts influence attitude towards brand.

Direct and indirect effects		Significant contribution (%)
X2 direct	$P_{z1x2} P_{z1x2}$	20,63
X2 through X1	$P_{z1x2} r_{x2x1} P_{z1x1}$	10,03
Total effect of X2 on Z1		30,66

Table 15. Direct and indirect effects of Source Oriented Thoughts (X2) on Attitudes toward Brands (Z1)
Source: Researcher's Work

Referring to the table above, it can be seen that the direct influence of X2 is 20.63%, X2 through X1 is 10.03%, with a total influence of

Source Oriented Thoughts (X2) on Attitude towards Brand (Z1) of 30.66%.

Direct and indirect effects		Significant contribution (%)
X2 direct	$P_{z2x2} P_{z2x2}$	19,32
X2 through X1	$P_{z2x2} r_{x2x1} P_{z2x1}$	8,06
Total effect of X2 on Z2		27,38

Table 16. Direct and indirect effects of Source Oriented Thoughts (X2) on Attitudes toward Advertising (Z2)
Source: Researcher's Work

Referring to the table above, it can be seen that the direct effect of X2 is 19.32%, X2 through X1 is 8.06%, with a total effect of Source

Oriented Thoughts (X2) on Attitude towards Advertising (Z2) of 27.38%.

Direct and indirect effects		Significant contribution (%)
X3 direct	$P_{z2x3} P_{z2x3}$	9,17
X3 through X2	$P_{z2x3} r_{x3x2} P_{z2x2}$	8,06
Total effect of X3 on Z2		17,23

Table 17. Direct and indirect effects of Ad Execution Thoughts (X3) on Attitudes toward Advertising (Z2)
Source: Researcher's Work

Referring to the table above, it can be seen that the direct effect of X3 is 9.17%, X3 through X2 is 8.06%, with the total effect of Ad

Execution Thoughts (X3) on Attitude towards Advertising (Z2) being 17.23%.

Direct and indirect effects		Significant contribution (%)
Z1 direct	$P_{yz1} P_{yz1}$	23,30
Z1 through Z2	$P_{yz1} r_{z1z2} P_{yz2}$	12,57
Total effect of Z1 on Y		35,87

Table 18. Direct and indirect effects of Attitude toward Brand (Z1) on Purchase Intention (Y)
Source: Researcher's Work

From the table, it can be seen that the direct effect of Z1 is 23.30%, Z1 through Z2 is

12.57%, with a total effect of Attitude towards Brand (Z1) on Purchase Intention (Y) of 35.87%.

Direct and indirect effects		Significant contribution (%)
Z2 direct	$P_{yz2} P_{yz2}$	14,17
Z2 through Z1	$P_{yz2} r_{z2z1} P_{yz1}$	12,57
Total effect of Z1 on Y		26,74

Table 19. Direct and indirect effects of Attitude toward Advertising (Z2) on Purchase Intention (Y)
Source: Researcher's Work

Referring to the table, it can be seen that the direct effect of attitude towards advertisement Z2 is 14.17%, Z2 through attitude towards brand

Z1 is 12.57%, with a total effect of Attitude towards Advertisement (Z2) on Purchase Intention (Y) of 26.74%.

Indirect effects		Significant contribution (%)
$X1 \rightarrow Z1 \rightarrow Y$	$P_{z1x1} P_{yz1}$	16,89%
$X2 \rightarrow Z1 \rightarrow Y$	$P_{z1x2} P_{yz1}$	21,92%
Total		38,81%

Table 20. Direct and indirect effects of Attitude toward Advertising (Z2) on Purchase Intention (Y)
Source: Researcher's Work

Looking at the table, it can be seen that the indirect effect of X1 through Z1 on Y is 16.89%, while the indirect effect of X2 through Z1 on Y reaches 21.92%. Thus, it can be seen that

the total influence of Product/Message Thoughts (X1) and Source Oriented Thoughts (X2) through Attitude towards Brand (Z1) on Purchase Intention (Y) is 38.81%.

Indirect effects		Significant contribution (%)
$X2 \rightarrow Z2 \rightarrow Y$	$P_{z2x2} P_{yz2}$	16,54%
$X3 \rightarrow Z2 \rightarrow Y$	$P_{z2x3} P_{yz2}$	11,40%
Total		27,94%

Table 21. The indirect effect of X2 and X3 through Z2 on Y
Source: Researcher's Work

Referring to the table above, it can be seen that the indirect effect of X2 through Z2 on Y is 16.54%, while the indirect effect of X3 through Z2 on Y is 11.40%. Thus, the total influence of Source

Oriented Thoughts (X2) and Ad Execution Thoughts (X3) through Attitude towards Advertising (Z2) on Purchase Interest (Y) reaches 27.94%

CONCLUSION

Based on the results of hypothesis testing and data analysis in the study “The Effect of Followers' Cognitive Responses to Promotional Content on Instagram @transstudio.bandung on Ticket Purchase Interest,” it can be concluded that there are several significant effects between the variables studied. First, product/message thoughts have a significant effect on attitudes toward the brand, indicating that followers' thoughts about the messages conveyed by Trans Studio Bandung influence their attitudes toward the brand. Second, source-oriented thoughts have a significant effect on attitudes toward the brand, where the credibility of the message source influences followers' assessments of Trans Studio Bandung. Third, the combination of Product/message thoughts and Source Oriented Thoughts also has a significant effect on brand attitude. Furthermore, Source Oriented Thoughts and Ad Execution Thoughts each have a significant effect on attitude toward advertising, indicating that the credibility of the message

source and the packaging of the advertisement influence how followers evaluate the uploaded content. When combined, these two factors have a significant effect on attitude toward advertising. Additionally, attitudes toward the brand and attitudes toward advertisements both have a substantial effect on purchase interest, indicating that brand image and the way content is presented can influence followers' interest in purchasing tickets. Finally, Product/Message Thoughts and Source Oriented Thoughts have a significant influence on purchase interest through attitudes towards the brand, while Source Oriented Thoughts and Ad Execution Thoughts have a significant influence on purchase interest through attitudes towards advertising. All of these findings show that followers' cognitive responses to messages and advertisements delivered by Trans Studio Bandung on Instagram @transstudio.bandung have a strong impact on ticket purchase interest.

Recommendation

Based on the results of data analysis and conclusions obtained, there are a number of recommendations for future research to improve the quality of this study. First, this study is limited to followers of the @transstudio.bandung Instagram account who left comments during the period of April to June 2024. Future research can expand the research object by involving all followers of the @transstudio.bandung Instagram

account without specific time restrictions, so that the results obtained are more general and varied.

Second, this study applied a quantitative approach by collecting data from followers who left comments during the specified period. Future research should consider a qualitative approach to gain a deeper understanding of the followers' experience in viewing the promotional content of

the @transstudio.bandung Instagram account and the factors that influence their trust in the content,

which in turn can increase their interest in purchasing tickets.

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