

DIGITAL MARKETING IN ONLINE MARKETING CONCEPT: AD CONTENT SELECTION STRATEGY, AD BUDGETING, AND AD POSTING TIME

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Abstract

Digital marketing is very important to apply in developing a marketing concept that uses an online system by providing an application that supports the process of selling and marketing products. Some of the things that become the assessment of online application users are the advertisements displayed that provide information that supports the needs of the community in general, because not all people are digital savvy and understand the information conveyed from advertisements displayed either through internet media, television, or bill boards. The research objective is to test and analyze the effect of ad content selection strategy, ad budgeting, and ad posting time on the use of digital marketing in the online marketing concept. This study uses a quantitative approach and tests the research hypothesis using smartpls. The research population is respondents who are in Medan - Deli District in 2022, with total population of 192,933 people using the slovin formula, a sample size of 100 respondents is obtained, where the sampling technique uses simple random sampling. The research results obtained that partially the variables of ad content selection strategy, ad budgeting and ad posting time have a positive and significant effect on the use of digital marketing in the concept of online marketing, while simultaneously the variables of ad content selection strategy, ad budgeting, and ad posting time have a positive and significant effect on the use of digital marketing in the concept of online marketing. This proves that the use of digital marketing has a huge impact on marketing and increasing product sales.

Keywords: Digital Marketing, Ad Content Selection Strategy, Ad Budgeting, Ad Posting Time

1. Introduction

The development of digital marketing is one of the ways that companies do to provide attractiveness to products and services that are used as a tool to increase sales. Digital marketing is very important to apply in developing a marketing concept that uses an online system by providing an application that supports the product sales and marketing process. Some things that will be the evaluation of online application users are advertisements displayed that provide information that supports the needs of the community in general, because not all people are digitally savvy and understand the information conveyed by advertisements displayed either through internet media, television or billboard. Content selection strategy, advertising budget and posting time are part of digital marketing that needs to be considered by content creators in informing products and selling products. The uniqueness of the content is also an attraction in itself because interesting content can have a positive impact on buyers to make purchasing decisions for the products being informed. This is a challenge for content creators to make

sales in a sportive manner and not knock each other down. Advertising is also a factor in accelerating the information conveyed, because the greater the costs incurred for advertising and the wider the reach, the faster the information will be received by viewers who often use online shopping application services.

Table 1. Data on the Number of E-Commerce Application Visitors in 2020 to 2021

Brand		Years	Monthly Number of Visitors			
			Q1	Q2	Q3	Q4
#Rank 1	Shopee	2020	71,533,300	93,440,300	96,532,300	129,320,800
#Rank 2	Tokopedia		69,800,000	86,103,300	84,997,100	114,655,600
#Rank 3	Bukalapak		37,633,300	35,288,100	31,409,200	38,583,100
#Rank 4	Lazada		24,400,000	22,021,800	22,674,700	36,260,600
#Rank 1	Tokopedia	2021	135,076,700	147,790,000	158,136,700	157,443,300
#Rank 2	Shopee		127,400,000	126,996,700	134,383,300	138,776,700
#Rank 3	Bukalapak		34,170,000	29,460,000	30,126,700	28,173,300
#Rank 4	Lazada		30,516,700	27,670,000	27,953,300	25,760,000

Source: <https://iprice.co.id/insights/mapofecommerce/>

Table 1 above shows that the number of monthly visitors the e-commerce application website Shopee is in first place in 2020, while in 2021 there is a decline and it is replaced by Tokopedia, which is thought to be due to price competition and reduced customer confidence. This phenomenon of increase and decrease occurs because e-commerce platforms advertise their services on a website, so there are several new visitors who are interested in visiting the advertised e-commerce platform.

Digital marketing is a type of digital-based marketing whose services consist of search engine optimization (SEO), search engine marketing (SEM), content marketing, and social marketing, such as blogs, websites, e-mail, ad words, and various social media networks. Digital marketing became popular with the advent of the internet in the 1990s. A digital marketing strategy helps marketers define goals, target audiences, and develop digital marketing plans that best reach those audiences. These strategies provide direction for specific programmed and a framework for evaluating results. Today, everything is digital, and digital marketing has been integrated into every aspect of business, fundamentally changing the way companies communicate and deliver value to customers. Problems with digital marketing often become obstacles for content creators to run their business through digital-based services. This can be seen from the amount of information provided that does not have clarity sourced from data or the advantages of the products offered, but only focuses on sales techniques.

According to Todor (2016), states that “Digital marketing is a blanket term for the targeted, measurable, and interactive marketing of goods or services using digital technologies in order to reach and convert leads into customers and preserve them. The main objective is to promote brands, shape preference and boost sales through several digital marketing techniques. He emphasizes measurable and interactive targets and converts potential customers into loyal customers. According to Abdul Rauf (2021:5),

states that this type of marketing has several unique features compared to conventional marketing. Some of these uniqueness's are (1) interactivity: consumers can determine the time to start interacting (login to the internet) and the connection period; (2) strengthen the marketing impact because the internet can increase market reach and is easy for MSMEs to use; (3) consumers become borderless. Everyone connected to the internet in the world can open a website; (4) online information is available continuously for 24 hours a day, 7 days a week and beyond; (5) the approach to consumers is active. Consumers decide whether to use the products/services offered or not; (6) discussions with consumers or discussions between consumers occur. Internet users can discuss with each other and freely express their opinions about a product / service; (7) Contains a lot of information / data and it is possible to update data (update) if needed; (8) easier to measure because it uses digital technology than traditional marketing; (9) adaptable, digital marketing is very easy to change website content based on input / suggestions from consumers; (10) personalization, digital marketing is able to create offers and programs that can be adjusted based on consumer profiles or behavior and consumer preferences; (11) cost efficiency: On some websites or online stores, in addition to providing paid products/services, unpaid service products can also be found. On some websites, traffic can increase with no payment from visitors.

According to Belch & Belch (2009:18), advertising can be defined as "any paid from of non-personal communication about an organization, product, service, or idea by an identified sponsor", it can be interpreted that advertising is any form of non-personal communication about an organization, product, service or idea that is paid for by a known sponsor. According to Heidrick & Struggles (2009), digital advertising utilizes technological advances and digital platforms to conduct promotions without direct announcement, but has a significant impact. Sites such as Facebook, YouTube, Instagram, and other social media are often used for digital advertising. The advantages of digital advertising include getting fast and wide exposure. In addition, digital advertising can be measured in real-time and accurately. By using digital media, the results of marketing activities can also be known and evaluated directly. Digital advertising also tends to be more cost-effective and more effective. According to Gartner's report on Digital Marketing Spending, the use of digital advertising can save costs up to 40%.

The advertising budget is the cost of posts charged to advertisers, whose costs are selected based on the day and time of the post, as shown in Figure 1 Facebook ads.



Figure 1. Advertising budgets on Facebook
 Source: <https://klientboost.com/facebook/facebook-ad-stats/>

In Figure 1 above, it can be explained that Facebook services have offered advertising costs with different conditions. But the problem is that some content creators use services that are not paid or do not use advertising budgets so that the content that has been created only reaches a part of the audience or potential buyers who have received information on product offers and sales. This is an obstacle for users of digital-based marketing because the marketing carried out does not have a positive impact on product offers or sales in the advertisement posts that have been published.

According to Kotler and Keller (2009), advertising goals are specific communication tasks and the level of achievement that must be achieved with certain audiences within a certain period of time. According to Kotler and Keller (2016: 609) in Muhammad Helmi Makarim and Widya Sastika (2019) the purpose of advertising is to inform, persuade, remind, or strengthen consumers in trying, buying and repurchasing products. This goal is in accordance with the stages in the hierarchy of effects model, namely: (1) Informative advertising aims to create brand awareness and knowledge about existing products or new product features; (2) Persuasive advertising aims to create preferences, preferences; (3) reminder advertising, aims to stimulate repeat purchases, products or services; (4) reinforcing advertising, aims to convince current buyers that they are making the right choice

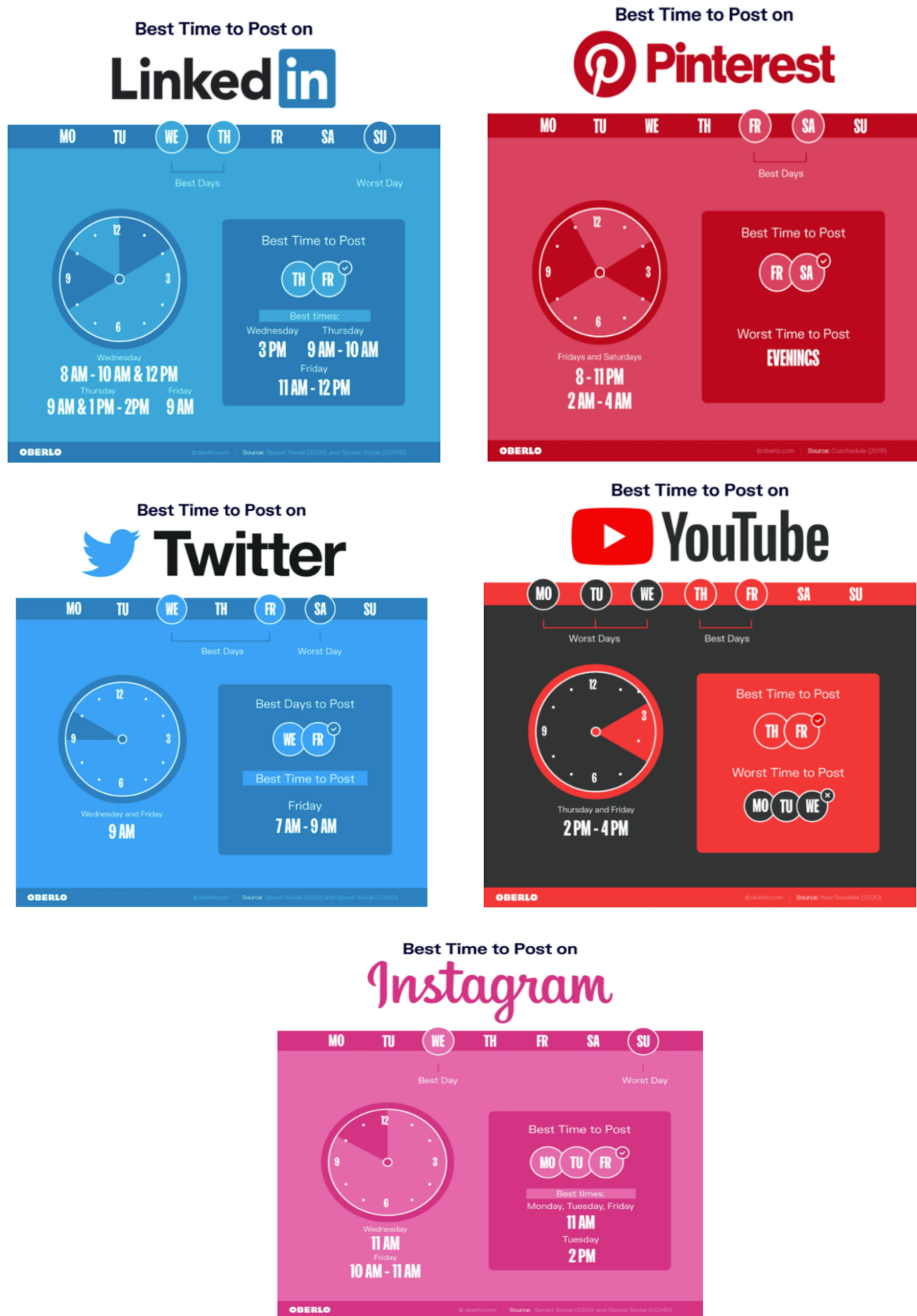
In Figure 2, below is information on the best time to make posts on Facebook, Instagram, Youtube, Twitter, Pinterest, LinkedIn, and TikTok. (<https://whello.id/tips-digital-marketing/waktu-terbaik-posting-di-media-sosial/>)



The Best Times to Post on TikTok Globally
 In Eastern Standard Time (EST)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	2:00 AM					
6:00 AM	4:00 AM	7:00 AM		5:00 AM		7:00 AM
10:00 AM	9:00 AM	8:00 AM	9:00 AM		11:00 AM	8:00 AM
			12:00 PM	1:00 PM		
				3:00 PM	7:00 PM	4:00 PM
			7:00 PM		8:00 PM	
10:00 PM		11:00 PM				





Source: Oberlo

Figure 2. Best Time to Ad Posting

In Figure 2 above, it can be explained that the time of posting an advert has a certain time to get the attention of the audience or potential buyers. Every post of content or related to offers and sales requires the placement of post time in accordance with the habits of the audience to pay attention to advertising posts on their social media accounts. This is the problem that the lack of understanding of content creators in using posting time as effectively as possible to reach a wider audience or potential buyers.

2. Theoretical Background

2.1 Ad Content Selection Strategy

According to Tjiptono (2013) states that advertising strategy plays an important role in marketing because advertising will convey several messages including brand awareness (known by the public), strong brand association (having a perception of a particular brand that is good), perceived quality (perceived by consumers to know the product is part of a quality product), and brand loyalty (having loyal customers). According to Kotler (2015: 277), there are 5 indicators of advertising content selection strategy, namely: mission, money, message, media, measurement.

According to Bayu Tria (2011), strategy is the basis for building a brand, strategy keeps advertising and marketing elements on track and builds a clear and consistent brand personality. Strategy represents the soul of a brand and is an important element for success. Advertising strategy must be able to answer the basic questions of the design of an advertising campaign formulated in 5W + 1H, namely: (what) what is the purpose of the advertisement? (who): who is the audience to be reached? (when) when is the advertisement placed? (where) where is the advertisement placed?, (why) why should it be so?, (how) what is the form of the advertisement?. The purpose of strategy is an attempt to create effective advertising, therefore in addition to the formulation of 5W + 1H questions, sufficient knowledge about the product, market competition or competitors and in-depth analysis of consumers are the main keys that marketers must know before formulating a strategy.

2.2 Ad Budgeting

According to Lipczynski, et al. in (Arsyad & Kusuma, 2014), advertising is a method used by companies providing goods and services to provide information to consumers about goods and services that must be purchased according to their needs and budget. Advertising activities are also the most widely used strategy to inform consumers about the benefits that will be obtained if they use the product or service.

According to Lingga Purnama, there are five specific factors to consider in determining the advertising budget: (a) stage in the product life cycle. New products generally receive a large advertising budget with the aim of building awareness and making customers willing to try the product. Established brands are usually supported by lower advertising budgets; (b) market share and consumer base. Brands with a high market share usually require less advertising costs because these costs are only to maintain their share; (c) competition and interference. In a market of many competitors and high advertising expenditure, a brand must be advertised to be heard amidst the noise of the market. Even a simple distraction from advertising that does not compete directly with the brand requires advertising with greater impact; (d) frequency of advertising. The number of repetitions required to get the message to consumers also greatly affects the advertising budget; (e) the possibility of product substitution. Brands within a commodity

class (e.g., cigarettes) require heavy advertising to build a distinct image. Advertising is also important if a brand can provide unique benefits or physical appearance.

2.3 Ad Posting Time

According to Silalahi, et al (2019), ad posting time is the right time to advertise on a platform in order to reach a wider audience and increase user interaction with the content of the advertised platform. According to Dewi (2011:7) says that time management is planning, organizing, mobilizing and monitoring time productivity. Time is one of the performance resources that must be managed so that a task can be done effectively and efficiently. According to Haynes (2014), indicators of good advertising time are fostering responsibility, prioritization, goals, getting rid of unimportant and inappropriate activities and planning and scheduling the use of time every week and day.

According to Titik Kusmantini, et al (2020), stating that unregulated posting times can also make the promotion carried out futile. Try to post products at the right time. When is the right time? That is when many people use or open Facebook. Please note, that people who have more money, who like to buy online, usually don't spend too long on Facebook, they use Facebook at certain times. Now this time is what you have to research first. Approximately the person to be targeted, online using Facebook at what time. That's when you should post the merchandise.

2.4 Digital Marketing

According to Sánchez-Franco et al., (2014) defines digital marketing as the result of evolutionary marketing. Evolution occurs when companies use digital media channels for most marketing. Digital media channels are addressable and allow continuous, two-way, and personal conversations between marketers and consumers. Digital Marketing is a marketing activity or promotion of a brand or product using digital media or the internet. The indicators of digital marketing according to Yazer Nasdini (in Aryani, 2021) are accessibility, interactivity, entertainment, credibility, informativeness.

According to Chaffey and Chadwick (2016: 11), digital marketing is basically a marketing activity that uses digital media using the internet which utilizes media in the form of web, social media, e-mail, databases, mobile / wireless and digital tv to increase target consumers and to know the profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing goal.

Conceptual Framework

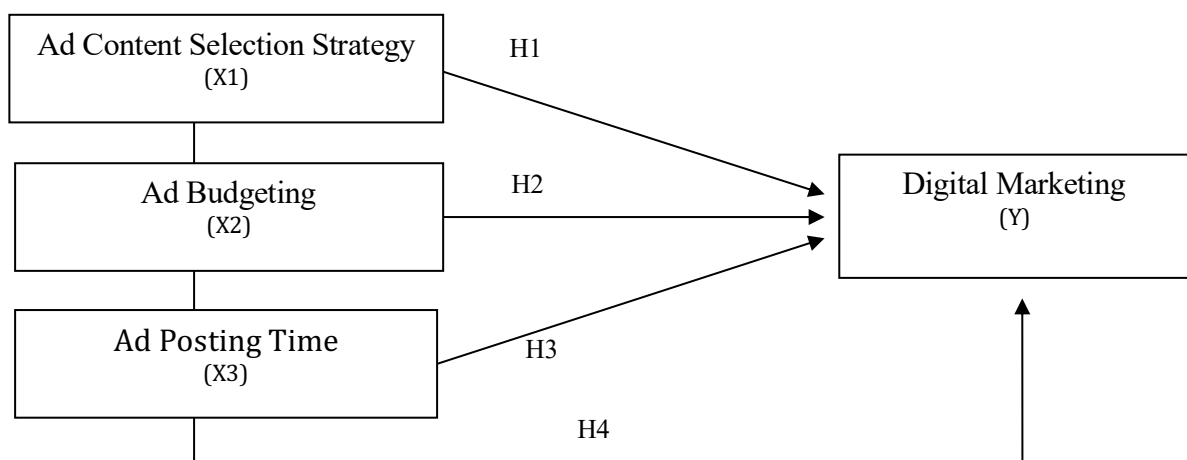


Figure 1. Conceptual Framework

Based on the conceptual framework above, the following hypotheses can be drawn:

- H1: Ad content selection strategy has a positive and significant effect on the use of digital marketing in online marketing concepts
- H2: Ad budgeting has a positive and significant effect on the use of digital marketing in online marketing concepts
- H3: Ad posting time has a positive and significant effect on the use of digital marketing in online marketing concepts
- H4: Ad content selection strategy, ad budgeting, ad posting time has a positive and significant effect on the use of digital marketing in online marketing concepts

3. Methods

Quantitative method is the method used in this research. The meaning of quantitative is a method based on the ideology of positivism which is used to examine populations or samples used randomly so that using research tools that analyze quantitative aims in hypothesis testing (Sugiyono 2017: 14). Quantitative methods are used in order to determine the effect of a treatment which is then tested hypothesis. The population in this study is the population in Medan-Deli sub-district in 2022 which totaled 192.933 people. (<https://medankota.bps.go.id>). The number of samples in this study obtained 100 respondents using the Slovin formula and the sampling technique using simple random sampling. The data collection technique used is a questionnaire using a Likert scale with the following options: Strongly Agree (5), Strongly Agree (4) Agree (3), Disagree (2), Disagree (1). The data analysis technique used in this study is to use partial least square analysis. According to (Yamin 2021:7), partial least square (PLS) analysis aims to predict / explore / develop model theory, inventory and determine the research variables involved and their measurements, create a structural model path diagram, determine research hypotheses and supporting references / theories. This study uses three stages of analysis, namely: (1) Outer Model Analysis, where the purpose of testing the outer model is to provide value to the reliability and validity analysis. Outer model with indicators is evaluated through Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE), Composite Reliability and Cronbach Alpha (Musyaffi et al 2022: 10-11). (2) Inner Model Analysis is the causality relationship between latent variables in both exogenous and endogenous research (Musyaffi et al 2022: 10).

4. Results and Discussion

4.1 Measurement Model (Outer Model)

4.1.1 Reliability Test

Reliability test is the result of measurement using the same object, will produce the same data. According to Sarwono, Jonathan (2014), reliability is a measure of the internal consistency of indicators of a construct that shows the degree to which each indicator shows a common latent construct. According to Kowanda, Dionysia (2016), the reliability requirement is a measure of the stability and consistency of the results (data) at different times. To test the reliability of the constructs in the study, the composite reliability value was used. According to Maspaitella, Billy J. et al (2018), a variable is said to meet construct reliability if it has a composite reliability value > 0.7 and a Cronbach alpha value of > 0.7 has a good level of reliability for a variable. The composite reliability value of each indicator can be seen in Table 1 below:

Table 1. Reliability Test Result

	Cronbach's Alpha	Composite reliability (rho a)
Ad Content Selection Strategy (X1)	0.860	0.871
Ad Budgeting (X2)	0.894	0.920
Ad Posting Time (X3)	0.858	0.882
Digital Marketing in online Marketing Concepts (Y)	0.934	0.936

Source: Data Processed, 2024

In Table 1 above, it can be explained that the ad content selection strategy variable with a Cronbach's alpha of 0.860 while the composite reliability is 0.871, it is declared reliable, the ad budgeting variable with a Cronbach's alpha of 0.894 while the composite reliability is 0.920, it is declared reliable, the ad posting time variable with a Cronbach's alpha of 0.858 while the composite reliability is 0.882, it is declared reliable, the digital marketing in online marketing concepts variable with a Cronbach's alpha of 0.934 while the composite reliability is 0.936, it is declared reliable.

4.1.2 Validity Test

1) Convergent Validity

According to Widyaningtyas, Syarah, et al (2016), the validity test is intended to measure the extent to which the accuracy and accuracy of a measuring instrument in performing its measuring instrument function or providing appropriate measurement results by calculating the correlation between each statement and the total score. In this study, the measurement validity test consists of convergent validity and discriminant validity. Convergent validity is a measure of the quality of a measurement instrument where the instrument itself is typically a set of question-statements (Kock, 2020a). A measurement instrument has good convergent validity if the question-statements (or other measures) associated with each latent variable are understood by the respondents in the same way as they were intended by the designers of the question-statements (Kock, 2014). In essence, the assessment of convergent validity is an analysis of the relationships between question statements and latent variables based on loadings and cross-loadings. The coefficients of the question statements with the primary latent variable are called factor loadings or loadings, while the coefficients of the question statements with the other latent variables are called cross-loadings.

Table 2. Loading Factor

	X1 (Ad Content Selection Strategy)	X2 (Ad Budgeting)	X3 (Ad Posting Time)	Y (Digital Marketing)
X1.1	0.628			
X1.2	0.700			
X1.3	0.632			
X1.4	0.639			
X1.5	0.751			
X1.6	0.655			
X1.7	0.694			
X1.9	0.725			
X.10	0.721			
X2.1		0.682		
X2.2		0.803		

X2.3		0.686		
X2.4		0.785		
X2.5		0.690		
X2.6		0.839		
X2.7		0.659		
X2.8		0.830		
X3.1			0.808	
X3.2			0.807	
X3.3			0.787	
X3.4			0.506	
X3.5			0.784	
X3.7			0.664	
X3.8			0.590	
X3.9			0.684	
Y1.1				0.734
Y2.2				0.869
Y3.3				0.868
Y4.4				0.741
Y5.5				0.792
Y6.6				0.755
Y7.7				0.664
Y8.8				0.823
Y9.9				0.907
Y10.10				0.766

Source: Data Processed, 2024

In Table 2, the loading factor can be explained, namely the variables of brand image, brand popularity, and product price show that all loading factors have a value of > 0.7 or at least meet the value of 0.5, so it can be concluded that all indicators have met the criteria for convergent validity, because the indicators for all variables have not been eliminated from the model.

2) Discriminant Validity

Discriminant validity is the extent to which a construct is truly different from other constructs according to empirical standards. (a) Square roots of Average Variance Extraction (AVEs). Discriminant validity is comparing the square roots of Average Variance Extracted (AVE) value of each construct with the correlation between other constructs in the model. If the AVE root value of each construct is greater than the correlation value between constructs and other constructs in the model, it is said to have good discriminant validity value. (b) Average Variance Extracted (AVE). Discriminant validity uses Average Variance Extracted (AVE). If the Average Variance Extracted (AVE) value above is > 0.50 , it can be stated that each variable has good discriminant validity.

Table 3. Discriminant Validity

	Average variance extracted (AVE)
Ad Content Selection Strategy (X1)	0.568
Ad Budgeting (X2)	0.563
Ad Posting Time (X3)	0.559
Digital Marketing in online Marketing Concepts (Y)	0.632

Source: Data Processed, 2024

According to the information presented in Table 3, the average variance extracted (AVE) values for the latent variables of brand images (0.531), brand popularity (0.587), product price (0.603), and purchasing decision (0.548), all exceed 0.50. This indicates that the measurement model demonstrates valid discriminant validity, as the latent variables exhibit AVE values greater than the recommended threshold. Furthermore, the assessment of discriminant validity is also performed based on the Fornell-Larcker criterion, as outlined by Dandi Pratama, Novrian, et al (2018). According to this criterion, if the correlation between a latent construct and its indicators is higher than the correlation with other constructs, it implies that the latent construct can better predict the indicators compared to other constructs. Henseler, et al (2015) emphasize that the Fornell-Larcker criterion, a well-established method for over three decades, involves comparing the square root of the AVE for each construct with the correlations between that construct and other constructs in the model.

Table 4. Fornell Larcker Criterion

	Ad Content Selection Strategy (X1)	Ad Budgeting (X2)	Ad Posting Time (X3)	Digital Marketing in online Marketing Concepts (Y)
Ad Content Selection Strategy (X1)	0.684			
Ad Budgeting (X2)	0.626	0.750		
Ad Posting Time (X3)	0.621	0.680	0.711	
Digital Marketing in online Marketing Concepts (Y)	0.632	0.420	0.709	0.795

Source: Data Processed, 2024

In Table 4, the Fornell Larcker criterion can be explained by successively starting from the ad content selection strategy variable of 0.684, ad budgeting of 0.750, ad posting time of 0.711, and digital marketing in online marketing concepts of 0.795. Based on Table 2, it appears that each statement indicator has the highest loading factor value on the latent construct tested than the other latent constructs, meaning that each statement indicator is able to be predicted well by each latent construct in other words, discriminant validity is valid. So, it can be concluded from the table results that all constructs meet the criteria for discriminant validity.

4.2 Analysis Inner Model

After evaluating the model and obtaining that each construct has met the requirements of Convergent Validity, Discriminant Validity, and Composite Reliability, what follows is an evaluation of the structural model which includes testing model fit, Path Coefficient, and R². Model fit testing is used to determine whether a model has a match with the data.

4.2.1 Path Coefficient

A measuring tool used to see how much influence one variable has on another. This can be seen through the level of significance. The value of the path coefficient ranges between 1 and -1, the closer to 1 or -1 the stronger the relationship (Ghozali & Latan, 2015:80).

Table 5. Path Coefficient

	(Y) Purchasing Decision
(X1) Ad Content Selection Strategy	0.342
(X2) Ad Budgeting	0.242
(X3) Ad Posting Time	0.658
(Y) Digital Marketing in online Marketing Concepts	

Source: Data Processed, 2024

Based on Table 5, which is the result of eliminating several statements, the ad content selection strategy variable has an influence on the digital marketing in online marketing concepts variable of 0.342 or 34,2%. The ad budgeting variable has an influence on the digital marketing in online marketing concepts variable of 0.242 or 24,2%. The ad posting time variable has an influence on the digital marketing in online marketing concepts variable of 0.658 or 65.8%.

4.2.2 Model Fit

Used to evaluate measurement models and structural models and provide a simple form of measurement for the entire prediction model (Ghozali & Latan, 2015: 82).

Tabel 6. Model Fit

	Saturated model	Estimated model
Chi-square	1.229.100	1.229.100
d ULS	7.201	7.201
d G	2.754	2.754
NFI	0.592	0.592
SRMR	0.107	0.107

Source: Data Processed, 2024

NFI values ranging from 0 - 1 are derived from the comparison between the hypothesized model and a particular independent model. The model has a high fit if the value is close to 1. Based on the table above, the NFI value is 0.592, which means that it has a model fit that can be declared good. (Ghozali, 2014)

4.2.3 R Square

Inner model (inner relation, structural model, and substantive theory) describes the relationship between latent variables based on substantive theory. The structural model is evaluated using R-square for the dependent construct. The R² value can be used to assess the effect of certain endogenous variables and exogenous variables whether they have a substantive effect (Ghozali, 2014).

Table 7. R Square

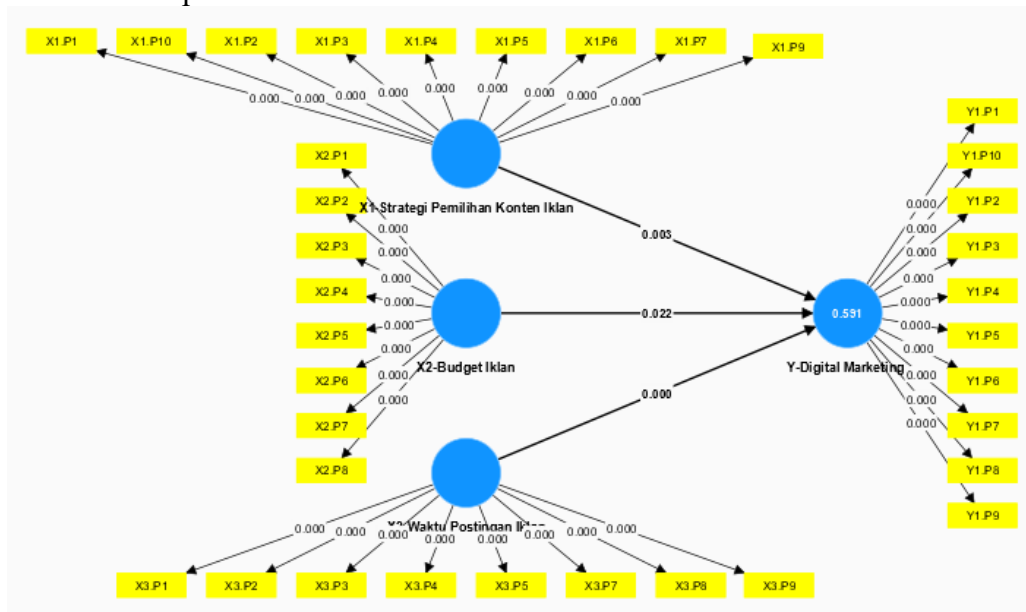
	R-Square	R-Square Adjusted
(Y) Digital Marketing in online Marketing Concepts	0.591	0.578

Source: Data Processed, 2024

Based on Table 7 above, the R Square value is 0.591, this means that 59.1% of variations in digital marketing in online marketing concepts can explained by ad content selection strategy, ad budgeting, and ad posting time, while the remaining 40.9% is explained by other reasons. So, it can be said that the R Square on the digital marketing in online marketing concepts variable is moderate.

4.3 Structural Model Test

According to Ghozali and Latan (2015: 78), structural model testing is done by looking at the relationship between constructs



Source: Data Processed, 2024

Figure 2. Structural Model

To determine the structural relationship between latent variables, hypothesis testing must be carried out on the path coefficient between variables by comparing the p-value with alpha (0.1) or t-statistic of (>1.66). The p-value and t-statistic are obtained from the output in SmartPLS using the bootstrapping method.

Table 8. Direct Effect

	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Ad Content Selection Strategy (X1) -> Digital Marketing in online Marketing Concepts (Y)	0.122	2.811	0.005
Ad Budgeting (X2) -> Digital Marketing in online Marketing Concepts (Y)	0.109	2.212	0.027
Ad Posting Time (X3) -> Digital Marketing in online Marketing Concepts (Y)	0.146	4.514	0.000

Source: Data Processed, 2024

According to Assegaff (2015), in this study there are 3 hypotheses to be developed. To test the hypothesis, the criteria used are the path coefficient value and the t-statistic value. According to Natalia, Ria & Tarigan, Josua (2014), the criteria for the path coefficient value is that if the value is positive, then the effect of a variable on the variable is unidirectional. If the path coefficient value is negative, then the effect of a variable on another variable is in the opposite direction. The research hypothesis can be accepted if the calculated t value (t-statistic) > t table at an error rate (α) of 10%, namely 1.66

1) Ad Content Selection Strategy (H1)

Ad content selection has a t-statistics value of 2,811 > 1.66 and p-values of 0.05, so ad content selection has a positive and significant effect on the use of digital marketing in online marketing concepts.

2) Ad Budgeting (H2)

Ad budgeting has a t-statistics value of 2,212 > 1.66 and p-values of 0.027, so ad budgeting has a positive and significant effect on the use of digital marketing in online marketing concepts.

3) Ad posting time (H3)

Ad posting time has a t-statistics value of 4,514 > 1.66 and p-values of 0.000, so ad posting time has a positive and significant effect on the use of digital marketing in online marketing concepts.

4.4 Discussion

4.4.1 The Effect of Ad Content Selection Strategy on The Use of Digital Marketing In Online Marketing Concepts.

Content marketing is the process of publishing written and visual material online with the aim of attracting more leads to a business. The content marketing process can include blog posts, landing pages, eBooks, infographics, videos, and more. Content marketing will include several things such as the process of planning content, creating content, distributing, sharing, and publishing content through certain channels. In addition, content marketing has the aim of reaching the target audience desired by the brand, increasing brand awareness and increasing sales and loyalty from the audience to a brand. In this study, the content selection strategy has a t-statistics value of 2.811 > 1.66 and a p-value of 0.005, so the content selection strategy has a positive and significant effect on the use of digital marketing in the online marketing concept. According to Marpaung, Fenny Krisna; Sibarani, Hendra Jonathan (2018), stating that marketing is seen as the best media as the most effective and efficient means of capacity building and is able to increase sales volume significantly and the selection of advertising content affects digital marketing. Advertising content selection strategy is one way that can be done to get the attention of the audience or prospective buyers on the product services to be sold. Product sales are not only limited to providing information but also have a strategy in selecting unique and interesting advertising content. This strategy not only benefits content creators but also social media application users who already have accounts that are integrated with the services and features available on the application.

4.4.2 The Effect of Ad Budgeting on The Use of Digital Marketing In Online Marketing Concepts

Advertising budget itself is defined as the company's promotional expenditure over a certain period of time. Therefore, it is certain that the goal is to measure the company's planned expenses to achieve marketing goals. By making a marketing budget plan, the

amount of money you spend on marketing activities will be more effective and efficient. In this study, the advertising budget has a t-statistics value of $2.212 > 1.66$ and p values of 0.027, so the advertising budget has a positive and significant effect on the use of digital marketing in the online marketing concept. According to Sumayya Sabita (2022), it states that the advertising budget has a positive and significant effect on digital marketing, which is where when the advertising budget is getting better and higher so that the reach of digital marketing can have a wider impact. Advertising costs are one of the options that can be used for content creators to increase sales. The greater the advertising costs used will have an impact on the wider reach of the audience or potential buyers. Every ad broadcast has a positive impact on the audience if followed by information related to the advantages and advantages of the product. This is one of the advantages of using advertising costs compared to not using advertising costs. Advertising content creation techniques are also needed to attract the attention of the audience, because the audience only has an interest in advertisements that they think are the best and most interesting.

4.4.3 The Effect of Ad Posting Time on The Use of Digital Marketing In Online Marketing Concepts

Promotion time is how long the promotional grace period is carried out by a company. An advertisement can be said to be effective, if the purpose of the advertisement can be achieved or accomplished. The purpose of making advertisements must be able to inform, persuade and remind buyers about the products offered by the company through the advertising media. In this study, the time of posting the ad has a t-statistics value of 4.514 > 1.66 and p values of 0.000, so the time of posting the ad has a positive and significant effect on the use of digital marketing in the concept of online marketing. According to Afina Aulia Qolbi (2018), states that the time of posting ads has a positive and significant effect on digital marketing at PT Healgo, because there are three main factors that influence how the Instagram algorithm works, namely user engagement, content relevance, and posting time. Timing of posts also has an advantage in increasing the number of audience or prospective buyers. Incorrect timing of posts will have a negative impact on decreasing the number of audience or prospective buyers. On the buyer's social media account that has used a paid advertising system will get more audience or buyers. This is what distinguishes the buyer's social media account from applying different posting times to get the audience's attention to view the content and promote it again as a form of buyer interest in the products being sold and offered.

4.4.4 The Effect of Advertising Content Selection Strategy, Advertising Budget, and Advertising Post Time on the Use of Digital Marketing in Online Marketing Concepts

The right promotional strategy can increase public awareness of the product. The prominent identity of the product can ultimately attract consumers to use it. Promotions that are carried out on an ongoing basis also allow customers to become more loyal. The variable advertising content selection strategy has an influence on digital marketing variables of 0.342 or 34.2%. The advertising budget variable has an influence on digital marketing variables of 0.242 or 24.2%. The variable ad posting time has an influence on digital marketing variables of 0.658 or 65.8%. The R Square value is 0.591, this means that 59.1% of variations in digital marketing are explained by advertising content selection strategies, advertising budgets, and advertising posting times, while the

remaining 40.9% is explained by other causes. So it can be said that R Square on the purchasing decision variable is moderate.

5. Conclusion

From the results of the research and discussion, it can be concluded that:

- 1) Ad content selection strategy has a positive and significant effect on the use of digital marketing in online marketing concepts
- 2) Ad budgeting has a positive and significant effect on the use of digital marketing in online marketing concepts
- 3) Ad posting time has a positive and significant effect on the use of digital marketing in online marketing concepts
- 4) Ad content selection strategy, ad budgeting, ad posting time has a positive and significant effect on the use of digital marketing in online marketing concepts.

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