

THE INFLUENCE OF INTERNET MARKETING ON ATTITUDES AND KNOWLEDGE OF BUBBLE TEA DRINK CONSUMERS (SURVEY ON ADOLESCENT IN KELAPA GADING, JAKARTA UTARA)

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Abstract

In living a business life in an era that is completely digital or relies entirely on the internet in carrying out marketing activities, *internet marketing* in a social media is an option in carrying out these marketing activities. With *internet marketing*, a stimulus occurs which results in changes in attitudes and additional knowledge of drink consumers *Bubble Tea*. This study aims to determine how much influence *internet marketing* has on the attitudes and knowledge of adolescent consumers of drinks *Bubble Tea*. This study uses the theory of Behaviourisme, theory *Stimulus Organism Response (SOR)* and theory *Action Reason* to explain consumer stimulus in responding to and gaining knowledge from the *Bubble Tea* brand. The research method used is a quantitative method with a comparative survey research type with questionnaires distributed to each of 300 teenage consumers who have consumed *Bubble Tea* at various outlets. *Bubble Tea* in Kelapa Gading area, North Jakarta. The results show that *internet marketing* plays a role in influencing the attitudes and behavior of adolescent consumers of drinks *Bubble Tea* located in Kelapa Gading.

Keywords: *Internet Marketing, Attitudes and Knowledge, Bubble Tea, Marketing Communication, Socia Media.*

Abstrak

Dalam menjalani kehidupan berbisnis di era yang sudah serba digital atau serba mengandalkan internet dalam menjalani kegiatan pemasaran, *internet marketing* dalam suatu sosial media merupakan sebuah pilihan dalam menjalani kegiatan pemasaran tersebut. Dengan adanya *internet marketing*, terjadinya stimulus yang mengakibatkan adanya perubahan sikap dan penambahan pengetahuan dari konsumen minuman *Bubble Tea*. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *internet marketing* terhadap sikap dan pengetahuan konsumen remaja minuman *Bubble Tea*. Penelitian ini menggunakan teori Behaviourisme, teori *Stimulus Organism Response (SOR)* dan teori *Action Reason* untuk menjelaskan stimulus konsumen dalam menyikapi dan mendapatkan pengetahuan dari brand *Bubble Tea*. Metode penelitian yang digunakan adalah metode kuantitatif dengan jenis penelitian survei komparatif dengan penyebaran kuesioner diberikan kepada masing-masing 300 konsumen remaja yang pernah mengonsumsi *Bubble Tea* di berbagai macam outlet *Bubble Tea* di daerah Kelapa Gading, Jakarta Utara. Hasil penelitian menunjukkan bahwa *internet marketing* berperan dalam mempengaruhi sikap dan perilaku konsumen remaja minuman *Bubble Tea* yang berlokasi di Kelapa Gading.

Kata Kunci: *Internet Marketing, Sikap dan Pengetahuan, Bubble Tea, Komunikasi Pemasaran, Media Sosial*

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INTRODUCTION

Marketing is an important part of the management of a company in order to obtain success in achieving company goals. The marketing strategy must be appropriate and also adapted to the products to be sold. These are some of the things that must be considered for marketing management, because the products to be sold must be acceptable to potential consumers. In addition to marketing strategies, companies must also pay attention to the market share and market developments of competitors of similar businesses.

Marketing consists of several types, including *direct selling direct* (sales), *point of purchase* (points of purchase), and *internet marketing* (internet marketing). *Internet marketing* or marketing through the internet is a marketing activity using a promotional strategy with the internet, especially with social media that can expand sales scale. Information related to the products being sold is easy to find.

The development of technology, especially in communication, creates an amazing innovation in the form of the internet. This can be seen from the benefits and uses of the internet itself which can be accessed quickly and easily so that it becomes a source of information search that people use. In an increasingly modern era, realizing the development of technology and information is accelerating.

Indonesia is no exception, the number of internet users is also increasing on a large scale. The development of communication technology which is increasing every year has an effect on the activities of modern society. Community activities in the use of communication technology, people are increasingly unable to live without social media starting from opening their eyes or waking up until night when they want to sleep.

The internet also has an effect on changing people's lifestyles. The internet era can make it easier to find sources of information data more quickly. Apart from being a place to find sources of information, the internet is also a source of income for individuals and institutions. The internet makes the world see a new world that includes changing interactions, markets and business networks that are increasingly borderless.

Based on the results of the Indonesian Polling study in collaboration with the Association of Indonesian Internet Service Providers (APJII) it was found that internet users in Indonesian society were 171.17 million people or 64.8%. This number, which is not small, certainly brings about changes in Indonesian society, especially in the culture of using the media, which of course has to be readjusted regarding tools and internet use.

In the current era of convergence, the transformation of media culture that occurs makes people use more diverse and sophisticated technology in media. This is in line with data from *We Are Social* in 2020 which revealed that there were 96% usage of mobile phones and 93% use smartphones.

In Indonesia, *mobile phones* and *smartphones* are the most widely used communication media by internet users. These internet users are in the range of 16-64 years. The use of social media in 2020 in Indonesia has increased to 10 million people from 2019 so that in 2020, there are 160 million Indonesians who are active in social media.

The existence of technological developments will be a great opportunity for companies in creating communication in conveying the value of the message of the product or service to be conveyed to consumers. Entering the era of the industrial revolution 4.0 which was accompanied by the development of internet users and digital growth, one of which was marked by the growth of users of social media which became a trend used to disseminate knowledge and information in *real time* (Fadhila & Soesanto, 2016).

The Internet has brought media to a global audience. Its interactive nature and fast response are the qualities of a unique internet medium (Hermawan, 2012:206). The internet which is the result of today's modern world makes it easier for everyone in marketing activities. Marketing activities that are supported by internet media produce a new term that is widely used, namely *internet marketing*.

Internet marketing is present as a medium of information to achieve the objectives of these marketing communication activities. *Internet marketing* as a medium,



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focuses on consumers who are in cyberspace (social media) and use internet access as a medium for fulfilling information. While social media is a medium that will provide a place for a group of individual to communicate, share content, and collaborate digitally.

Social media is also a part of *internet marketing*. Social media is usually intended to open forums, *microblogging*, *social networking* and so on. The majority of people use social media for personal needs such as communicating with family, relatives, friends, and others. Others use this media to interact with certain communities.

Until now, the use of social media continues to grow and grow rapidly, especially since the outbreak of the virus *COVID* at the beginning of 2020. With the growth of *social media platforms*, especially in carrying out *social media marketing*, as well as the growth of users of *social media* who are dominated by the millennial generation, it can significantly be used as an opportunity for the company as an interaction to build relationships with consumers in conducting marketing communications.

In the business world, marketing strategy has a very important role in the stage of forming consumer awareness and understanding. Thus a company requires proper strategic planning so that it can be easily accepted by the community. The strategies carried out by the company also vary, such as offering a product with attractive packaging, affordable prices or strategic sales locations.

In addition, there is also a marketing strategy in the form of advertising in a number of media. These various marketing strategies are not only used to introduce the existence of a product but also provide knowledge about the benefits of a product so as to create the will and desire to buy it.

The communication strategy is a guide to the activities of communication planning (*communication planning*) and management (*communication management*) to achieve a goal. So to achieve this goal, the communication strategy must be able to show how its operations must be carried out tactically in the sense that the approach (*approach*) can be different at any time, namely depending on the situation and conditions (Suryadi, 2018).

Increasing business competition *online* through *social media*, provides the industry with opportunities *food and beverage* to take advantage of *internet marketing in social media* to gain *brand awareness*. Not only that, the use of *internet marketing in social media* can also increase *brand equity* for their company.

The level of awareness of a brand (*brand awareness*) is very important for a company/industry. *Brand Awareness* itself according to Keller (2008) is the strength of a brand in one's memory or how easy it is for consumers to remember a *brand*. According to Kotler (2006:268) is the ability of potential buyers to be able to recognize and remember that all *brands* are part of a particular product category.

Meanwhile, in terms of *brand equity* itself, it is one of the strategic assets for the company because as a characteristic, it contains symbols, and meanings that can help companies reduce promotional costs, and can attract new consumers based on the impression that is implanted in consumers (Durianto & Sitinjak, 2007). 2004).

A brand can be categorized as having strong equity if the *brand/ brand* can survive, compete, and can become a ruler in an increasingly fierce market competition. The stronger the equity in a *brand*, the stronger its appeal in the eyes of consumers to consume the brand in the long term. One of the elements forming brand equity in this case is brand association.

To obtain a brand association from consumers is not easy. Moreover, to get the advantages of brand associations that are different from other brands. The same condition occurs in the category of contemporary drink brands among the Indonesian people, namely *bubble tea*. *Bubble tea* itself is a tea drink that is formulated and combined with other beverage ingredients, namely milk or added fruit flavors, as well as other complementary ingredients such as *boba*, *jelly*, *pudding*, and others to add to the taste of the contemporary drink.

The beverage business opportunity is still very fresh to do considering the weather climate in Indonesia tends to be tropical or warm. Refreshing beverage products are certainly very suitable for consumption by the people of the country, especially for those who like to gather



with family or friends. Then the growth of people's purchasing power, which is accompanied by the innovation of beverage products provided by business actors in it, makes this culinary business even more promising.

The brand Menanteais one example brand of the drink *Bubble Tea*. Menantea is a brand beverage founded by two brothers influencers who are also *YouTubers*, namely Jerome and Jehian Polin, which were only established on April 10, 2021, just when the COVID pandemic was still rife in the community. Menantea itself has a shop concept where they sell tea with various flavors (added milk, fruit flavored tea, *Boba* etc.) and snacks as friends for drinking the tea. (Annisa, 2021).

Menantea itself started from a video *Youtube* made by Jerome Polin in which he made video content mixing tea drinks with various food ingredients, one of which was pieces of fruit. Then he challenged his older brother, Jehian Polin, to try making tea with the added fresh fruit.

Then this challenge continued until Jerome Polin asked his brother to realize his desire to sell the drink in Jakarta. The brand was then launched in just one week. Menantea's success also started when at the grand opening of their first store in Tomang, West Jakarta, their drinks sold out in just one hour.

This is also supported by the marketing communication activities carried out by the brand Menantea their Instagram social media, namely @menantea.toko. Instagram @menantea.toko also went viral, then Instagram, which was created long before the Menantea store was opened in Indonesia, has reached one hundred and thirty-eight thousand followers in just two days. In this case, Menantea does not yet have a logo, the store has not been designed, and there is still no clarity on the product.

By involving the audience directly through social media, it can indeed have a big impact, especially to build a brand relationship which in the future can create a brand association. This is because the audience will feel that they are involved in the process of designing the brand Menantea And following every development made by Menantea.

Before there was the brand Menantea, there was one *Bubble Tea* brand which also

received high enthusiasm from the audience due to the marketing they did through their social media, namely from the *Xing Fu Tang* brand. *Xing Fu Tang* is a brand of *Bubble Tea* contemporary from Taiwan that was established in 2018. *Xing Fu Tang* has opened branches in several countries, including one in Indonesia. One of the first branches in Indonesia was located at Lippo Mall Puri, West Jakarta in 2019.

Xing Fu Tang is also one of the companies engaged in the food and beverage industry that is still surviving in the face of the ongoing pandemic situation and continues to add branches in several cities throughout Indonesia. Even though in the midst of a never ending pandemic and having had to close all of their outlets simultaneously for quite a long time, that did not affect the number of consumers from *Xing Fu Tang* and still remember the *Xing Fu Tang* brand.

Almost similar to the case of the brand Menantea, shocked the *Xing Fu Tang* also shocked the world of Instagram social media, especially at the opening of its first store at Lippo Mall Puri, West Jakarta. *Xing Fu Tang* conducted two stages of opening for their first store, namely a soft opening three-day(the shop is only open to the public at certain hours) and a grand opening.

Even though it's just a soft opening, *Xing Fu Tang* has already received high enthusiasm from the audience. On the first day they operate, they get a very long queue. Not even a few consumers are willing to queue for two hours for a or a few glasses of drink *Bubble Tea* from *Xing Fu Tang* (Lusiana, 2019).

The use of internet marketing in social media as a marketing communication medium is also carried out by the brand *Xing Fu Tang* in its account, namely @xingfutang_indonesia. When they opened their first store in Indonesia, they actively created informative content regarding the stages of store opening, the prizes that consumers could get.

Xing Fu Tang also collaborated with JKTGO in a campaign on Instagram social media, namely "Giveaway *Xing Fu Tang*" for the opening of their first. Where in campaign this JKTGO chose 8 people to try drinks *Xing Fu Tang* before their store opened to the public for free and without queuing, at the same time given a little tour store *Xing Fu Tang*.



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Before the existence *brands* of the beverage (*Bubble Tea* Menantea and *Xing Fu Tang*), there are also several other brands *Bubble Tea* that are also popular with the Indonesian people lately, such as *Chatime*, *KOI*, *Tiger Sugar*, *Onezo*, *Kokumi*, *Ban-Ban*, *Xiboba*, *Hop-Hop*, and others. All of these brands also carry out their marketing communication activities through social media, especially Instagram. They share various kinds of interesting, persuasive content such as promos, informative content, and others.

An observation shows that the existence of marketing communication activities carried out by a marketer on a *brand* in social media can influence someone in responding to a *brand* in *particular*. Data shows that 80% of consumers in Indonesia are highly influenced by social media in determining the attitude of choosing what product to buy (Suandy, 2017).

Based on the phenomena that have been described, the researchers are interested in conducting research with the title *The Effect of Internet Marketing on Consumer Attitudes and Knowledge of Drinks Bubble Tea*.

LITERATURE REVIEW

Action Reason

Theory of Reasoned Action (TRA) describes behavior that changes based on behavioral intentions, and behavioral intentions are influenced by social norms and individual attitudes toward behavior (Eagle, Dahl, Hill, Bird, Spotswood, & Tapp, 2013, p. 123). Subjective norms describe individual beliefs about normal and acceptable behavior in society, while individual attitudes towards behavior are based on individual beliefs about that behavior.

According to (Lee & Kotler, 2011, p. 198), the *theory of reason action* developed by Ajzen and Fishbein, states that the best prediction of a person's behavior is based on that person's interests. Behavioral interest is based on two main factors, namely: the individual's belief in the results of the behavior performed and the individual's perception of the views of those closest to the individual on the behavior performed.

This theory is called the Theory of Planned Behavior (*theory of planned behavior*). The core of the theory of planned behavior includes 3 things, namely, belief in the

possible outcomes and evaluation of the behavior (*behavioral beliefs*), belief in expected norms and motivation to meet desired expectations (*normative beliefs*), and beliefs about a factor that can support or hinder behavior and awareness of the power of these factors (*control beliefs*).

From the above understanding, a conclusion can be drawn that practice or behavior according to *Theory of Reasoned Action* will be influenced by individual intentions, and individual intentions are formed from subjective attitudes and norms. One of the influencing variables, namely attitude, is influenced by the results of actions that have been carried out in the past.

Meanwhile, subjective norms will be influenced by beliefs in the opinions of others and the motivation to obey the beliefs or opinions of others. Simply put, people will take an action, if it has a positive value from existing experiences and the action is supported by the individual's environment.

Behaviorism

Behaviorism theory is one theory that plays a role in understanding human behavior. Desmita (in Nahar, 2016: 65) reveals that "Behavioristic learning theory is a theory that understands behavior that uses an objective, mechanistic, and materialistic approach, so that changes in a person's behavior can be done through conditioning efforts".

This theory places great emphasis on changes in behavior as a result of learning that can be observed, measured and assessed concretely. In this theory, humans are seen as more of a physical aspect and as living beings who are passively controlled by the stimuli in their environment. These changes involve internal and external changes from someone who has been given learning, so the theory of behaviorism in learning is also called stimulus response learning.

Behaviorism theory has basic characteristics that can be observed. The first characteristic is that this school studies human actions not from their consciousness, but observes actions and behavior that are based on reality. Inner experiences are ruled out and body movements are learned so that behaviorism is a science of the soul without a soul.



Stimulus Organism Response

SOR theory stands for *Stimulus - Organism - Response*. This theory says that the effect is a reaction to a certain situation. Where the effect caused by the mass media on the *stimulus* makes one can expect and estimate the suitability between the message and the communicant's reaction.

Theory *SOR* is the most basic and simplest communication theory. This theory explains that there is a reaction when there is information exchange that can have an effect on changing communication actions (Ardianto, 2014: 133). This theory assumes that individual behavior arises because of the strength of the stimulus that comes from outside him, not on the basis of his motives and attitudes (Wiryanto, 2005: 13-15).

The basic assumption of this model is that the mass media has a direct, immediate and direct effect on the communicant. This model shows that communication is an action-reaction process. That is, this model assumes that verbal words, non-verbal cues, and certain symbols will make other people respond in a certain way. In the communication process with regard to attitude change is the aspect "*How*" instead of "*Who*" and "*Why*", he explained *how to communicate*, in this case *how to change the attitude*, how to change the communicant's attitude, the stimulus or message conveyed to the communicant may be accepted or not. rejected, after the communicant processes it and accepts it, then there is a willingness to change attitudes.

Marketing Communication

Marketing communication is a form of communication activity that seeks to disseminate information, influence and improve the target market for companies and products. Marketing communication is carried out with the hope that the market is willing to accept, buy and be loyal to the products offered by producers.

Marketing communication can be concluded as a form of business from the company to reach consumers, understand what consumers need and want. In addition, the *brand* in carrying out marketing communication activities must also be able to create messages that are easily understood by

consumers, remembered and can influence purchasing decisions from consumers.

Internet marketing

The internet is a multi-aspect marketing communication tool. In one aspect the internet is an advertising medium as many marketers pay to place advertising banners promoting their products and services on the websites of other companies, organizations and publishers. Advertisers also pay for internet search engines such as Google, Bing, and Yahoo! to place their ads in search results based on keywords (Belch & Belch, 2014: 22). Paid search has become the most used form of internet advertising.

It can be understood that *internet marketing* is a form of business for companies to market their products and services and build relationships with customers through the internet. One form of *internet marketing* in a business field is to use the *website* to strengthen marketing efforts, especially promotions carried out by the company.

Attitude and Knowledge

According to Kotler and Keller (2009:166) consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. The behavior that the author wants to explore in this research is how consumers of drinks *Bubble Tea* respond to and have knowledge of a *Bubble Tea brand*.

According to Setiadi (2010:138) attitude is one of the most important concepts used by marketers to understand consumers. Attitude is a form of reaction to an object that is partial or impartial, which is a certain regularity in terms of feeling, thinking, and acting from consumers. The concept that is the main concern in social psychology, so there are those who think that social psychology is a field of psychology that studies attitudes.

The components of consumer attitudes (Setiadi, 2010:142) are brand trust (cognitive) which contains a person's beliefs about what is valid or true for the attitude object. Once that trust has been formed, it will form the basis of a person's expectations of what a particular object can expect.

The second is the feeling (effective) which concerns a person's subjective emotional



problem with an attitude object. In general, this component is equated with the feeling that a particular object has. The last is the response (conative) which is the behavioral component in the attitude structure showing how the behavior or tendency to behave with what is in a person is related to the attitude object faced.

HYPOTHESES

Based on the theoretical framework, the following hypotheses can be put forward:

- H₁: *Internet marketing* affects attitudes and knowledge
- H₀: *Internet marketing* does not affect attitudes and knowledge
- H₂: *Internet marketing* affects attitudes and knowledge

RESEARCH METHODS

Research method that was used in this research is a comparative explanatory survey quantitative research method. The research variable is *internet marketing* as the independent variable (X) which consists of five dimensions namely product, price, communication, community and distribution as well as attitudes and knowledge as the dependent variable (Z1). The result of both is *internet marketing* that will be compared to each other whether there is a difference, as well as attitudes and knowledge. This research was conducted on teenage consumers who have consumed drinks *Bubble Tea* at various *outlets Bubble Tea* and located in Kelapa Gading area, North Jakarta

Data Collection Technique

To collect data and information obtained in this study the author will use the following methods:

1. Questionnaire (Questionnaire)
Questionnaire is a data collection technique which is done by making a set of questions or written statements to the respondent to be answered. Questionnaires can be closed or open questions. The questionnaire also has another meaning, namely a list of questions used by researchers to collect data from respondents.
2. Observation
Observation is a data collection tool that must be systematic or the recording is carried out according to certain procedures and rules so that it can be repeated by other researchers.

Data Analysis Technique

Data collected is a pre-questionnaire from 300 respondents who are consumers of drinks *Bubble Tea*. Researchers analyzed the pre-questionnaire data using validity and reliability tests. The aim is to measure the level of validity and reliability of each indicator that will be used in the questionnaire by involving 300 respondents. Furthermore, the data were tested with descriptive statistics and SEM models (structural equations).

RESULTS AND DISCUSSION

Based on the results of distributing 300 questionnaires to teenage consumers of drinks *Bubble Tea*, the majority of respondents' profiles are female as much as 63% and male respondents as much as 37%. For the age of the respondents, 40.3% were 15-20 years old, 50.7% were 21-30 years old, 4.3% were 31-40 years old and the remaining 4.7% were over 40 years old.

The results of the variable validity test *internet marketing* show that of the five dimensions that have been studied, namely product, price, communication, community and distribution, the product dimension has the highest average dimension score with a score of 4.28 and is categorized as very good. Meanwhile, the score for the price dimension is 3.97 (good category), the communication dimension score is 4.02 (good category), the community dimension score is 3.21 (good enough category) and the score for the distribution dimension is 4.04 (good category).

Variabel Laten	Indikator	Loading Factor	t hitung	Keterangan
X. <i>Internet Marketing</i>	X.1	0,727	20,054	Valid
	X.2	0,767	24,977	Valid
	X.3	0,908	92,920	Valid
	X.4	0,768	27,855	Valid
	X.5	0,725	14,283	Valid
Z1. Sikap dan Pengetahuan	Z1.1	0,905	77,933	Valid
	Z1.2	0,914	89,540	Valid

Table 1 : Convergent Validity Test Results / Outer Loading

So in this case it can be concluded that the stimulus that occurs to consumers inactivities *internet marketing* carried out by the *Bubble Tea brand* is that consumers are interested and like the photos uploaded inactivities *internet marketing* on social media because they are considered appetizing, there is information on menus that packaged creatively and attracts the attention of consumers as well as in terms of product packaging designs

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uploaded on social media which are also quite attractive to consumers.

Variabel Latent	AVE
X. <i>Internet Marketing</i>	0,611
Z1. Sikap dan Pengetahuan	0,827

Table 2: Test Results Average Variance Extracted (Convergent Validity)

The descriptive results of the attitude and knowledge research variables show that of the two dimensions studied, namely attitudes and knowledge, the attitude dimension has the highest score with 3.96 points in the good category. Meanwhile, for the dimension of knowledge, the average score obtained is 3.89 with a good category. From this it can be stated that young consumers of drinks *Bubble Tea* know about drink products *Bubble Tea* because they are considered to be widely marketed on social media which is the influence of internet marketing.

Indikator	X. <i>Internet Marketing</i>	Z1. Sikap dan Pengetahuan
X.	0,727	0,613
X.	0,767	0,535
X.	0,908	0,736
X.	0,768	0,584
X.	0,725	0,569
Z1.	0,700	0,905
Z1.	0,722	0,914

Table 3 : Cross Loading Dimension Test Results (Discriminant Validity)

The two research variables, both the independent variable, namely *internet marketing* and the dependent variable, namely attitudes and knowledge, were declared to have valid data testing results. This is shown in the results of testing the validity of the results of *Convergent Validity* with a value of more than 0.7 from each research indicator. In addition, the *Average Variance Extracted (AVE)* value exceeds 0.5 ($AVE > 0.5$) so that it can be stated that each latent variable can be reflected through its manifest variable (indicator). The results of test *Cronbach's Alpha & Composite Reliability* on both variables are declared reliable where all variables have values exceeding the recommended values, it shows that the measurement model has good reliability. The relationship between the two variables is also considered to be interrelated which can be seen from the results of the

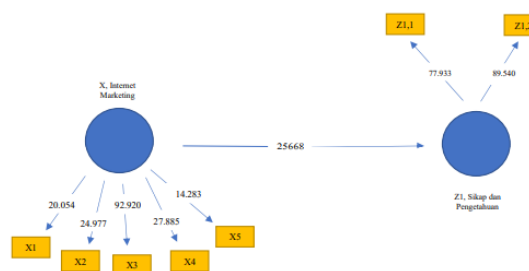


Figure 1 : Measurement Model

No	Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-value	Kesimpulan
1	X → Z1	0,782	0,782	0,030	25,688	0,000	Tolak H ₀

Sumber: Data yang telah diolah menggunakan SmartPLS 3.3.3 (2021)

Table 4 : Hypothesis Test

structural model testing conducted in this research. Where the results of the R-Square analysis are 61.2%, the Q-Square also exceeds the value 0 ($Q^2 > 0$) with a value of 0.897 and GoF of 0.663.

The results of this study indicate that *internet marketing* has a mutual influence on the attitudes and knowledge of adolescent consumers of drinks *Bubble Tea*. This is stated in the results of the hypothesis that H₀ (Internet Marketing has no effect on attitudes and knowledge) rejected with a significance level of 5% which can be seen from the original sample value of 0.782 (positive).

CONCLUSION

Based on the results of data collection that has been obtained using both questionnaires and observations, which are then discussed in the results of research and discussion, the researchers draw the following conclusions; First, based on the results of the data obtained in the average test using descriptive analysis for the variable *internet marketing*, the final score shows a number of 3.90 which can be categorized as good.

The results show that from the average test results on the variable *internet marketing*, the dimension that has the largest number is the product dimension with 4.28 points. so it can be concluded that the teenage consumers of drinks *Bubble Tea* prefer everything about the products uploaded in *internet marketing* both in terms of *design* product, *menu books*, to the visuals of the product itself.

Second, the average for the attitude and knowledge variables that have been analyzed using descriptive analysis is 3.92 and the scores

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for the attitude and knowledge variables can also be categorized as good. The results show that the average test on the attitude and knowledge variables, the dimension that has the largest number is the attitude dimension with 3.96 points which can be categorized as good.

So in this case it can be seen that consumers drink *Bubble Tea* know the brand *Bubble Tea* which is a stimulus of the consumer in terms of addressing the activities *internet marketing* carried out by the *brand* drinks. The stimulus of *Bubble Tea* is how they find out about various brands of drinks *Bubble Tea*, find out the origin of a brand *Bubble Tea*, various variants of *Bubble Tea*, to how to buy the drink.

Finally, in this study it can be concluded that *internet marketing* has an influence on the attitudes and knowledge of adolescent consumers of drinks *bubble tea* located in Kelapa Gading, North Jakarta. This can be stated by the results of testing the measurement model analysis and hypothesis testing which shows that there is an influence from *internet marketing* on the attitudes and knowledge of consumers *Bubble Tea*.

SUGGESTION

Based on the results of data collection through questionnaires and observations and analysis of the results of the research that has been done, the suggestions that can be put forward are divided into academic/theoretical suggestions and practical suggestions. From the academic side, this research can be developed further, especially in terms of context, content and research methods.

In terms of context, this research is in the field of marketing communications, especially marketing communications in the business sector *food and beverage*. In the field of communication, it can be reviewed in the contexts surrounding marketing communications through *internet marketing* so that research can be more focused and get more in-depth results.

In addition, practical advice that the author can give is that this research can be researched in addition to quantitative research, this research can also be carried out using qualitative methods. To be more in-depth, you can conduct *focus group discussions*, because consumers of drinks *Bubble Tea* and even brands *There are now a lot of Bubble Tea* itself,

so you can focus more on just one *brand* drink *Bubble Tea*.

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