

ABSTRACT

Social media has become a popular channel in property marketing strategies. One example is Rexvin, a housing developer in Batam that uses social media to reach potential customers. Although these digital campaigns have successfully increased the number of leads or potential customer databases, the results have not always been consistent in generating ad clicks or purchase decisions. This situation raises an important question: Is promotional content the only factor that determines the effectiveness of digital advertising? Or are there psychological factors that also influence audience responses?

This study examines several variables within the Advertising Value Model by including Emotional Appeal, Advertising Credibility, Ad Clicks, Product Evaluation, and Incentive to test their impact on Product Evaluation and Purchase Intention. The model is adapted from previous research and is applied in the context of Rexvin's social media advertising campaigns.

This research uses a quantitative approach with the PLS-SEM method, analyzed using SmartPLS 3.0. Data was collected through an online questionnaire using purposive sampling.

The results show that informativeness, entertainment, emotional appeal, and credibility have a positive and significant effect on advertising attitude, while irritation does not have a significant effect. Advertising attitude significantly influences both ad click and purchase intention. Additionally, informativeness also directly affects ad click, while entertainment does not show a significant effect. Ad click has a positive effect on product evaluation, which in turn significantly influences purchase intention. Lastly, incentives also have a significant effect on purchase intention.

Based on these findings, it is recommended to strengthen advertising credibility, present clear and informative content, apply emotional appeals, and maintain incentive programs to enhance the effectiveness of digital property advertisement..

Keyword: Advertising Value, Ad Clicks, Product Evaluation, Incentive, Purchase Intention