
The Influence of Advertising Value, Emotional Appeal and Credibility in Driving Click Ads and Purchase Intention in Digital Advertising of Rexvin Property Products

Ria Risti Adiyati, Maria Sugiat
Universitas Telkom, Indonesia

Email: riaristiad@gmail.com, mariasugiat@telkomuniversity.ac.id

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ABSTRACT

Social media has become a popular channel in property marketing strategies. Rexvin, a housing developer in Batam, uses Facebook to reach potential customers. Although digital campaigns have successfully increased leads, results have not been consistent in generating ad clicks or purchase decisions. This study examines the Advertising Value Model by adding Emotional Appeal, Advertising Credibility, Ad Click, Product Evaluation, and Incentive to their impact on Purchase Intention. The research uses a quantitative approach with PLS-SEM method through SmartPLS 3.0. Data was collected through online questionnaires from 217 respondents using purposive sampling. Results show that informativeness, entertainment, emotional appeal, and credibility have positive significant effects on advertising attitude, while irritation has no significant effect. Advertising attitude significantly influences ad click and purchase intention. Informativeness also directly affects ad click, while entertainment shows no significant effect. Ad click has positive effect on product evaluation, and product evaluation significantly influences purchase intention. Incentives also have significant effect on purchase intention. The study recommends strengthening advertising credibility, presenting clear information, applying emotional appeals, and maintaining incentive programs to enhance digital property advertising effectiveness.

INTRODUCTION

The digital age has fundamentally transformed the property marketing landscape. Social media, especially Facebook, has become a strategic platform for property developers to reach potential consumers in a more effective and measurable way. Based on the Leading Social Media Platform Used by Marketers Worldwide data released by Statistika (2024), Facebook and Instagram are the most chosen platforms by global marketers, reflecting the great potential of these platforms in digital marketing strategies.

Indonesia's property industry has experienced significant growth in the adoption of digital technology, particularly in marketing and customer engagement strategies (Yulianti et

al., 2021; Prasetyo & Susanti, 2020). PT Rexvin Putra Mandiri (hereinafter referred to as “Rexvin”), as a property development company based in Batam, has been implementing digital marketing strategies through Facebook Ads since 2010, a move aligned with the growing trend of social media integration in property promotion (Santoso et al., 2022). With a vision of “becoming a leading and national-scale property and hospitality business partner”, Rexvin has developed 14 property projects spread across various strategic locations in Batam City, including The Residence, Rexpark Terrace, Oleana Park, Green Harmony Residence, and other projects. The use of digital platforms has allowed developers to optimize target market segmentation, shorten sales cycles, and enhance brand awareness (Putri & Nugroho, 2019). This is increasingly important in competitive urban centers such as Batam, where customer decision-making is influenced by accessibility, transparency, and digital interaction (Anggraini et al., 2020; Saputra & Wahyudi, 2021). Moreover, the integration of technology supports broader goals of sustainable urban development and smart city initiatives (Utami & Sari, 2022).

Digital transformation in property marketing is becoming increasingly relevant given the changing consumer behavior. According to Bank Indonesia data (2023), around 60% of first-home residential property requests come from consumers aged 25–39 years, the majority of whom are millennials. This generation tends to have high expectations of emotional and lifestyle values, so conventional marketing approaches are becoming less relevant. This encourages property developers to adopt more sophisticated and personalized digital marketing strategies (Moes et al., 2022).

While the implementation of Facebook Ads has shown positive results, Rexvin’s internal data shows inconsistencies in campaign performance. Based on Rexvin’s Annual Report (2024), Facebook Ads generated 14,884 leads, the highest number compared to any other marketing channel. However, the effectiveness of ad campaigns is not optimal when viewed from the Click-Through Rate (*CTR*) metric. Quarterly 2024 data shows that the average *CTR* is still below the real estate industry standard of 1.19% according to Statistika (2025), with Q1 performance of 0.9%, Q2 0.5%, Q3 0.4%, and Q4 1.0%.

This problem indicates a gap between Facebook’s platform ability to generate leads and the effectiveness of ad content in driving engagement and conversions. Sales instability persists even though social media platforms have been used aggressively, suggesting that factors other than ad reach and frequency need to be considered in digital marketing strategies.

Previous studies have identified various factors that affect the effectiveness of digital advertising. Chen et al. (2023), in their research on the advertising value model, found that informativeness, entertainment, and credibility have a significant influence on advertising attitudes. However, in the context of property, the study has not considered the aspect of emotional appeal which is an important factor in the decision to purchase property. Alalwan (2018) also emphasized that advertising credibility has a crucial role in shaping consumer trust in advertising, which further affects purchase intention.

The aspect of emotional appeal is becoming increasingly important in digital property marketing. Harahap (2022) shows that emotional appeal in property ads can touch feelings or build emotional bonds with potential consumers. In the context of Rexvin, early observations showed that video content featuring emotional visualization of the dwelling was able to

generate 1,100 responses, far exceeding static content in the form of images that only received 10 responses. However, the application of an emotional approach has not been consistently carried out in promotional strategies.

Advertising credibility is also a challenge in digital property marketing. Observations of audience comments on Rexvin ads show that there are still doubts about the authenticity or clarity of the ad message. Comments like “Is it really only 1 million?” indicate that the credibility of advertising has not been fully established in the minds of consumers. This is in line with the findings of Nursafitri and Kusdibyoy (2019), who stated that advertising credibility is a key factor in shaping consumers’ positive attitudes towards advertising.

The incentive factor also shows inconsistencies in its performance. *The Residence 2024* promo content performance data shows that although Rexvin routinely includes incentives in the form of discounts or direct rewards, the number of databases generated does not show a stable pattern. Some months show a sharp increase (April with 520 databases), but in other months with similar promos it actually decreases drastically (January with 159 databases). This instability suggests that other factors besides incentives need to be considered in the research model.

The urgency of this research is also supported by the increasingly competitive digital marketing landscape. The relevance of Facebook’s diagnostics shows that even though Rexvin’s content quality (*Quality Ranking*) and engagement rate (*Engagement Rate Ranking*) have reached average standards or even above average, challenges still arise in the conversion aspect (*Conversion Ranking*). This suggests that audience engagement doesn’t automatically lead to tangible actions such as purchases or requests for more information.

This study differs from previous studies in several aspects. First, this study specifically examines the context of the property industry which has unique characteristics in the purchase decision-making process. Second, this study integrates emotional appeal as an independent variable in the advertising value model, which has not been widely explored in the context of digital property advertising. Third, this study adds product evaluation and incentive variables as mediating and independent factors that affect purchase intention.

The novelty of this research lies in the development of a comprehensive model that combines advertising value models with emotional appeal, advertising credibility, ad click, product evaluation, and incentive in the context of digital property advertising. This model is expected to provide a deeper understanding of the psychological factors that affect the effectiveness of digital property advertising, especially in driving ad clicks and purchase intent.

The purpose of this study is to analyze the influence of informativeness, entertainment, irritation, emotional appeal, and advertising credibility on advertising attitude; analyze the influence of informativeness, entertainment, and advertising attitude on ad click; analyze the influence of ad click on product evaluation; and analyze the influence of advertising attitude, product evaluation, and incentive on purchase intention in digital advertising of Rexvin property products.

The theoretical benefits of this research are expected to increase the literature on advertising value models in the context of digital property marketing, especially with the addition of emotional appeal and product evaluation variables. Practically, this research is

expected to provide strategic recommendations for Rexvin in optimizing the effectiveness of Facebook ads, as well as provide insights for property marketing practitioners in designing more effective digital advertising strategies.

The implications of this research include contributing to the development of digital marketing theories in the property industry, providing a practical framework for evaluating the effectiveness of digital advertising, and strategic recommendations for optimizing digital advertising investments. Thus, this research is expected to bridge the gap between advertising value theory and property digital marketing practices that are increasingly complex and dynamic.

RESEARCH METHODS

Research Design

This study uses a quantitative approach with descriptive and confirmatory methods. A quantitative approach was chosen to objectively measure the influence of variables in the research model through statistical analysis. This study is descriptive to provide an overview of the characteristics of the variables studied, and confirmatory to test the causal relationship between variables based on the hypothesis formulated.

Population and Sample

The population of this study was Facebook users who had seen Rexvin property ads. The sampling technique used is purposive sampling with the following criteria: (1) knowing the Rexvin brand as a property development company, and (2) having seen Rexvin's property ads on Facebook.

The number of samples was determined using the Inverse Square Root Method approach from Kock and Hadaya (2018), with the formula:

$$n_{\min} = ((Z_{\alpha} + Z_{\beta})/p_{\min})^2$$

With $Z_{\alpha} = 1.96$ (for $\alpha = 5\%$), $Z_{\beta} = 0.84$ (for power = 80%), and $p_{\min} = 0.2$, a minimum sample of 196 respondents was obtained. This study used 217 respondents who had exceeded the required minimum limit.

Research Variables

The research variables consisted of:

Independent Variables: Informativeness, Entertainment, Irritation, Emotional Appeal, Advertising Credibility, and Incentive.

Mediation Variables: Advertising Attitude, Ad Click, and Product Evaluation.

Dependent variable: Purchase intent.

Research Instruments

The research instrument uses questionnaires compiled based on indicators from the research of Chen et al. (2023), Harahap (2022), and Nursafitri and Kusdibyo (2019). The questionnaire uses a 5-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree).

Data Analysis Techniques

Data analysis using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. The stages of analysis include:

1. Outer Model (Measurement Model): Evaluation of convergent validity, discriminant validity, and construct reliability.
2. Inner Model (Structural Model): Evaluate R-square, f-square, and Q-square to assess the quality of the structural model.
3. Hypothesis Testing: Using bootstrapping to test the significance of relationships between variables with a significance level of 5%.

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the data collected, the majority of respondents were women (58%) with the largest age group being 25-34 years old (57.1%). The respondents' jobs were dominated by private employees (56.7%) with the highest monthly income of IDR 4,000,000 - IDR 7,000,000 (37.8%). This respondent profile shows compatibility with Rexvin's property target market which focuses on the millennial generation with medium purchasing power.

Outer Model Test Results

Table 1. Validity and Reliability Test Results

Variable	AVE	Cronbach's Alpha	Composite Reliability	Information
Informativeness	0,771	0,901	0,931	Valid & Reliable
Entertainment	0,774	0,927	0,945	Valid & Reliable
Irritation	0,929	0,932	0,963	Valid & Reliable
Emotional Appeal	0,764	0,846	0,907	Valid & Reliable
Advertising Credibility	0,795	0,914	0,940	Valid & Reliable
Advertising Attitude	0,772	0,926	0,944	Valid & Reliable
Ad Click	0,737	0,910	0,933	Valid & Reliable
Product Evaluation	0,870	0,950	0,964	Valid & Reliable
Incentive	0,809	0,921	0,944	Valid & Reliable
Purchase Intention	0,778	0,904	0,933	Valid & Reliable

Source: Data processed by researchers (2024) using SmartPLS 3.0.

All constructs showed AVE values > 0.50 , Cronbach's Alpha > 0.60 , and Composite Reliability > 0.70 , indicating that all constructs have good validity and reliability.

Table 2. Results of the Discriminant Validity Test (Fornell-Larcker)

	APPS	ATT	CLK	CRE	ENT	INC.	INF	IRR	PEV	PIN
APPS	0,874									
ATT	0,836	0,878								
CLK	0,795	0,867	0,859							
CRE	0,831	0,870	0,855	0,892						
ENT	0,818	0,826	0,756	0,757	0,880					
INC.	0,690	0,789	0,753	0,759	0,665	0,899				
INF	0,760	0,808	0,779	0,791	0,793	0,727	0,878			
IRR	-0,052	0,036	-0,009	0,033	0,010	0,167	0,088	0,964		
PEV	0,819	0,902	0,840	0,856	0,813	0,796	0,806	0,077	0,933	
PIN	0,790	0,821	0,822	0,782	0,736	0,742	0,738	0,053	0,812	0,882

Description: APL = Emotional Appeal, ATT = Advertising Attitude, CLK = Ad Click, CRE = Advertising Credibility, ENT = Entertainment, INC = Incentive, INF = Informativeness, IRR = Irritation, PEV = Product Evaluation, PIN = Purchase Intention

Source: Primary data analysis, processed with SmartPLS 3.0 (Researcher, 2024)

The diagonal value (square root of AVE) is greater than the correlation between constructs, indicating the fulfillment of discriminant validity.

Inner Model Test Results

Table 3. Inner Model Evaluation Results

Endogenous constructs	R-Square	f-Square (Highest)	Q-Square	Information
Advertising Attitude	0,835	CRE→ATT (0.273)	0,633	Strong
Ad Click	0,770	ATT→CLK (0.482)	0,558	Strong
Product Evaluation	0,705	CLK→PEV (2,394)	0,605	Keep
Purchase Intention	0,713	ATT→PIN (0.100)	0,547	Keep

Source: The results of research data processing (2024) are based on SmartPLS 3.0 output.

The results of the internal evaluation of the model showed that the model had good prediction quality with R-square values ranging from 0.705-0.835 and Q-squares were all positive.

Hypothesis Testing Results

Table 4. Hypothesis Testing Results

Hypothesis	Path	Coefficient	t-Statistic	p-Value	Decision
H1: INF → ATT	0,141	1,940	0,026	Accepted	
H2: ENT → ATT	0,254	4,614	0,000	Accepted	
H3: IRR → ATT	0,016	0,624	0,266	Rejected	
H4: APL → ATT	0,167	2,671	0,004	Accepted	
H5: CRE → ATT	0,427	5,754	0,000	Accepted	
H6: INF → CLK	0,211	2,941	0,002	Accepted	
H7: ENT → CLK	0,043	0,578	0,282	Rejected	
H8: ATT → CLK	0,660	8,977	0,000	Accepted	
H9: CLK → PEV	0,840	25,229	0,000	Accepted	
H10: ATT → PIN	0,408	3,181	0,001	Accepted	
H11: PEV → PIN	0,299	2,033	0,021	Accepted	
H12: INC → PIN	0,182	2,188	0,015	Accepted	

Source: Primary data of the study, analyzed using the PLS-SEM method (2024)

Of the 12 hypotheses tested, 10 hypotheses were accepted and 2 hypotheses were rejected (H3 and H7).

The Influence of Informativeness on Advertising Attitude

The results showed that informativeness had a significant positive effect on advertising attitude ($\beta = 0.141$, $p < 0.05$). These findings are in line with the Advertising Value Model

theory from Ducoffe (1995) which states that relevant, accurate, and useful information increases the perception of advertising value. In the context of property, detailed information about prices, locations, facilities, and financing schemes is very important for potential buyers in forming a positive attitude towards advertising.

The Influence of Entertainment on Advertising Attitude

Entertainment was shown to have a significant positive effect on advertising attitude ($\beta = 0.254, p < 0.001$). This confirms that the entertainment element in a property ad can create a pleasant experience and increase the emotional engagement of the audience. The results of the observation showed that entertaining video content obtained a better response than static content.

The Effect of Irritation on Advertising Attitude

In contrast to the hypothesis, irritation did not have a significant effect on advertising attitude ($\beta = 0.016, p > 0.05$). This finding can be explained by the fact that the respondents in this study were those who already had an interest in property, so the tolerance for the appearance of advertisements was relatively high. This is in line with the findings of Sharma and Pillai (2022) who stated that the negative effects of irritation are reduced when the advertising content is in accordance with the needs of the audience.

The Effect of Emotional Appeal on Advertising Attitude

Emotional appeal had a significant positive effect on advertising attitude ($\beta = 0.167, p < 0.01$). In the context of property, an emotional approach that touches on aspects of the dream of owning a home, family security, and lifestyle has proven effective in forming positive attitudes towards advertising. This is important considering that the majority of Rexvin's target market is millennials who are sensitive to emotional values.

The Influence of Advertising Credibility on Advertising Attitude

Advertising credibility showed the strongest influence on advertising attitude ($\beta = 0.427, p < 0.001$). These findings confirm the importance of credibility in the property industry, where consumer trust in developers is a key factor in the decision-making process. Credibility can be increased through testimonials, proof of development, and transparency of information.

The Influence of Informativeness on Ad Click

Informativeness had a significant positive effect on ad clicks ($\beta = 0.211, p < 0.01$). In contrast to the findings of Chen et al. (2023), in the context of property, detailed information actually encourages the audience to click to obtain more information. This shows that the need for information in property purchase decisions is very high.

The Influence of Entertainment on Ad Click

Entertainment had no significant effect on ad clicks ($\beta = 0.043, p > 0.05$). While entertainment promotes positive attitudes toward advertising, it's not enough to drive clicks. These findings suggest that in the context of property, the informative factor is more important than entertainment in driving active engagement.

The Influence of Advertising Attitude on Ad Click

Advertising attitude had a strong effect on ad clicks ($\beta = 0.660$, $p < 0.001$). These findings confirm the important role of attitudes towards advertising as mediators between advertising characteristics and consumer actions. A positive attitude formed from various elements of the ad will encourage the audience to click.

The Influence of Ad Click on Product Evaluation

Ad clicks showed a very strong influence on product evaluation ($\beta = 0.840$, $p < 0.001$). These results show that when audiences click on an ad, they will conduct an in-depth evaluation of the product offered. This indicates the importance of the quality of landing pages and comprehensive product information.

The Influence of Advertising Attitude on Purchase Intention

Advertising attitude had a significant positive effect on purchase intention ($\beta = 0.408$, $p < 0.001$). The positive attitude formed from advertising will increase consumer buying intention. This is in line with the Theory of Planned Behavior which states that attitude is an important predictor in the formation of behavioral intentions.

The Effect of Product Evaluation on Purchase Intention

Product evaluation had a significant positive effect on purchase intention ($\beta = 0.299$, $p < 0.05$). Positive evaluations of the product after clicking on the ad will increase purchase intent. These findings confirm the importance of product quality and the presentation of attractive information in the conversion process.

The Effect of Incentive on Purchase Intention

Incentives had a significant positive effect on purchase intention ($\beta = 0.182$, $p < 0.05$). Offers of discounts, cashback, or direct rewards have proven to be effective in increasing purchase intent. This is in line with the theory of behavioral economics which states that financial incentives can be a trigger in purchasing decision-making.

CONCLUSION

This study confirms that the Advertising Value model, extended with emotional appeal, advertising credibility, product evaluation, and incentive, has proven to be effective in explaining the factors that affect purchase intention in digital property advertising. Of the 12 hypotheses tested, 10 were accepted, suggesting that most of the factors in the model had a significant influence. Advertising credibility shows the strongest influence on advertising attitudes, confirming the importance of trust in the property industry. Ad clicks have proven to be an important mediator between advertising attitude and product evaluation, with a very strong influence. The interesting finding that irritation and entertainment have no significant effect on ad clicks suggests that, in the context of property, the informative factor is more important than entertainment in driving active engagement. Incentives have also proven to play an important role in increasing purchase intention, confirming the effectiveness of promotional strategies in digital property marketing. Based on the research findings, *Rexvin* is advised to prioritize increasing the credibility of advertising through customer testimonials,

documentation of development progress, and information transparency. Content strategies should focus on delivering complete and clear information about the product while maintaining an emotional element that touches on the dream and lifestyle aspects of the target audience. Incentive programs need to be maintained and creatively developed to increase ad appeal. Further research is recommended to explore differences in effectiveness by type of content (video vs. static), compare the performance of organic vs. paid content, and examine the long-term impact of advertising on actual purchase behavior given the unique characteristics of property purchase decisions that require careful planning and large investments.

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