

ANALYSIS OF THE AIDA MODEL (ATTENTION, INTEREST, DESIRE, ACTION) ON PURCHASE DECISION FOR KILAP PREMIUM PRODUCTS ON TIKTOK



Richard Danuarta¹

Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia
21042010275@student.upnjatim.ac.id

Nurul Azizah²

Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia
nurulazizah.adbis@upnjatim.ac.id

Abstract

The expansion of digital marketing has transformed social media into a crucial medium for influencing consumer buying behavior. Among the various social networking platforms, TikTok has emerged as an effective marketing tool that enables businesses to reach and interact with consumers through engaging and innovative promotional content. This research investigates the influence of the AIDA framework, consisting of Attention, Interest, Desire, and Action, on consumers' purchasing decisions regarding Kilap Premium products marketed through TikTok. A quantitative approach was employed using a survey-based research method. The target population comprised TikTok users who follow and interact with Kilap Premium's content, while a total of 150 respondents were selected through non-probability sampling. Data collection was conducted using online questionnaires, and the obtained data were analyzed through multiple linear regression techniques. The findings reveal that the Attention and Action dimensions have a positive and statistically significant effect on purchasing decisions. In contrast, Interest and Desire do not show a significant individual impact on purchasing decisions. However, the overall analysis demonstrates that the four dimensions of the AIDA model collectively contribute positively and significantly to purchasing decisions. These results suggest that effective TikTok marketing strategies should focus not only on attracting consumer attention but also on encouraging concrete actions that lead to actual purchase decisions.

Keywords: Attention, Interest, Desire, Action, Purchasing Decision.

INTRODUCTION

The advancement of digital technology has brought substantial changes to marketing practices and the way consumers make purchasing decisions. The growing popularity of social media platforms has provided businesses with greater opportunities to connect with broader audiences and foster stronger consumer engagement through interactive and engaging content. Among various social media platforms, TikTok has emerged as one of the most influential digital marketing channels due to its ability to deliver short-form video content that is engaging, informative, and easily accessible. As a result, many companies utilize TikTok not only as a communication medium but also as a strategic platform to promote products and encourage consumer purchasing decisions.

Consumer purchasing decisions are influenced by various factors, including needs, preferences, past experiences, product quality, price perception, distribution channels, advertising, customer experience, and others (Wulandari & Mulyanto, 2024). Recognizing the factors that drive purchasing decisions is therefore crucial for businesses aiming to enhance the effectiveness of their marketing strategies. One theoretical framework frequently used to explain consumer responses to promotional activities is the AIDA model, which consists of Attention, Interest, Desire, and Action. The model describes a sequence of psychological stages that consumers experience before making a purchasing decision.

According to (Yasmir et al., 2025), Attention represents the initial stage in which consumers become aware of a promotional message through attractive and memorable content. After gaining consumers' attention, marketers must generate Interest by providing information that stimulates curiosity and encourages consumers to learn more about the product. Interest refers to consumers' curiosity and attraction toward products or services after their attention has been successfully captured through promotional messages (Erlangga et al., 2024). Subsequently, Desire emerges when consumers develop emotional or rational motivations to own or use the product (Kaleb, 2021). Finally, Action refers to the stage where consumers take concrete steps, such as seeking additional information, visiting an online store, or making a purchase (Pranantya et al., 2022).

One company that actively utilizes TikTok as a marketing platform is Kilap Premium. Kilap Premium is a local automotive care brand operating under PT Kilap Global Group, specializing in vehicle maintenance and detailing products. Since its establishment, the company has focused on providing practical automotive care solutions while leveraging digital platforms to expand market reach. Through TikTok, Kilap Premium regularly publishes promotional videos, product demonstrations, customer testimonials, and educational content related to vehicle maintenance.

Despite the company's strong presence on TikTok, it remains important to evaluate whether the promotional content effectively influences consumers' purchasing decisions. Specifically, it is necessary to examine which stages of the AIDA model contribute most significantly to purchasing decisions and whether all dimensions of the model function effectively within the context of TikTok-based marketing. Therefore, this research aims to analyze the influence of Attention, Interest, Desire, and Action on purchasing decisions for Kilap Premium products on TikTok. The results of this study are anticipated to enrich the existing body of knowledge on digital marketing by offering empirical insights into consumer behavior in social media contexts. In addition, the findings are intended to serve as practical

guidance for organizations in designing and implementing more effective social media marketing strategies, enabling them to strengthen their competitive position and achieve better marketing performance within today's rapidly evolving digital marketplace.

REVIEW OF LITERATURE

Marketing

Marketing is a strategic business activity aimed at identifying consumer needs and delivering products or services that provide value to customers. Marketing not only focuses on selling products but also on creating, communicating, and maintaining relationships with consumers. According to (Fawzi et al., 2022), Marketing encompasses a set of organizational activities and strategic processes designed to identify customer needs, develop and convey value offerings, and facilitate value exchange. It also involves building and maintaining long-term relationships with customers in order to support organizational objectives and generate benefits for all parties involved.

Attention

The Attention stage is the stage at which a company needs to make consumers aware of the existence of the products or services it offers. At this initial stage explained by (Harman et al., 2021), the company captures the attention of potential customers regarding the product by providing information that helps them recognize, learn about, and understand the information they receive, until they eventually become aware of and recognize the existence of a specific product or service.

Interest

Interest refers to the stage in which consumers develop curiosity and begin seeking further information about a product after their attention has been captured. At this stage, consumers evaluate the relevance of the product to their needs and become increasingly engaged with the promotional content. (Dwi Arniessa & Dwiridotjahjono, 2024) found that interest significantly affects consumer responses to online advertising, indicating that greater consumer interest may increase the likelihood of purchasing behavior.

Desire

Desire is the stage where consumer interest develops into a stronger intention or willingness to own and use a product. During this stage, consumers assess the benefits and value offered by the product before determining whether it aligns with their expectations. (Apriandi et al., 2023) reported that desire has a significant role in influencing purchasing decisions when analyzed together with other dimensions of the AIDA model, highlighting the importance of creating strong consumer motivation through marketing communications.

Action

Action represents the final stage of the AIDA model in which consumers perform a concrete behavior, such as searching for product information, visiting an online store, or making a purchase. According to (Pranantya et al., 2022), action is the realization of the interest and desire that have been formed in previous stages. Consumers at this stage possess sufficient confidence to make a purchasing decision.

Purchase Decision

Purchase decision is the stage in which consumers assess various available options and determine the product or service that most effectively fulfills their preferences,

requirements, and desired outcomes. According to (Popilin & Azizah, 2022), consumer purchasing decisions are often shaped by the degree of personal relevance and engagement they attach to a particular product. Prior to making a purchase, individuals commonly gather and assess information from various sources to develop a better understanding of the product and its brand. This decision-making process is closely linked to several marketing dimensions, such as information acquisition, risk perception, brand awareness, market targeting, and promotional communications.

RESEARCH METHOD

This research employed a quantitative research approach to examine the influence of the AIDA model, consisting of Attention, Interest, Desire, and Action, on purchasing decisions for Kilap Premium products on TikTok. According to Musianto in (Waruwu, 2023) Quantitative research is defined as research that uses precise measurements, calculations, formulas, and numerical data in its planning, procedures, hypothesis development, methods, data analysis, and drawing of conclusions.

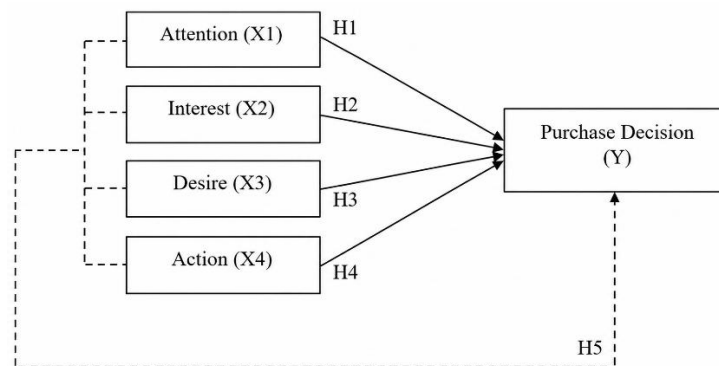
Research Hypothesis

This research is conducted to examine the influence of the AIDA model dimensions, namely Attention, Interest, Desire, and Action, on consumers' purchasing decisions regarding Kilap Premium products marketed through TikTok. Drawing upon the underlying theoretical concepts and findings from prior research, the following research hypotheses are formulated:

- H1: Attention has a positive and significant effect on purchase decision of kilap premium products on tiktok.
- H2: Interest has a positive and significant effect on purchase decision of kilap premium products on tiktok.
- H3: Desire has a positive and significant effect on purchase decision of kilap premium products on tiktok.
- H4: Action has a positive and significant effect on purchase decision of kilap premium products on tiktok.
- H5: Attention, interest, desire, and action simultaneously have a significant effect on purchase decision of kilap premium products on tiktok.

Research Model

This research model explains the relationship between the independent variables, namely Attention (X1), Interest (X2), Desire (X3), and Action (X4) and the dependent variable, namely Purchase Decision (Y). The model reflects the assumption that each dimension of the AIDA model directly influences consumers' purchasing decisions. The conceptual framework serves as the basis for hypothesis development and empirical testing:



This research model explains the relationship between the independent variables, namely Attention, Interest, Desire, and Action, and the dependent variable, namely Purchase Decision. The model is based on the AIDA framework, which assumes that consumers progress through a series of stages before making a purchasing decision. Each dimension of the AIDA model is expected to have a direct and measurable influence on consumers' purchase decisions regarding Kilap Premium products on TikTok. The conceptual framework of this study demonstrates that Attention (X1), Interest (X2), Desire (X3), and Action (X4) are independent variables that directly influence Purchase Decision (Y). This research employs a quantitative research design with a survey-based approach, utilizing a structured questionnaire as the primary instrument for data collection from selected participants. The collected data were processed through multiple linear regression analysis to evaluate the individual as well as the combined influence of the AIDA dimensions on Purchase Decision. The results of this research are expected to offer valuable insights into the role of TikTok marketing in shaping consumer purchasing decisions regarding Kilap Premium products.

RESULTS AND DISCUSSION

Reliability Test

Reliability test was carried out to evaluate the degree of consistency of the questionnaire items in measuring the constructs examined in this research. The analysis employed the Cronbach's Alpha method as an indicator of internal consistency. An instrument is regarded as reliable when the resulting Cronbach's Alpha coefficient is greater than 0.60.

Table 1
Reliability Test Results

Variables	Cronbach Alpha	Cross of Value	Decision
Attention	0.913	0.60	Reliable
Interest	0.885	0.60	Reliable
Desire	0.895	0.60	Reliable
Action	0.882	0.60	Reliable
Purchase Decision	0.906	0.60	Reliable

Source: Data processed from SPSS (2026)

All variables obtained Cronbach's Alpha values above the minimum threshold of 0.60, indicating that each variable satisfied the reliability criteria. Consequently, the research instrument has been confirmed to be both valid and reliable, making it appropriate for use in collecting data for the subsequent stages of the research.

Classical Assumption Tests

Normality Test

A normality test was performed to examine whether the data included in the regression analysis were distributed normally. The Kolmogorov–Smirnov method was utilized in this study using a significance threshold of 0.05. If the obtained significance (Sig.) value is above 0.05, the data are considered to meet the normality assumption; conversely, a value lower than 0.05 indicates that the distribution deviates from normality and the assumption is not fulfilled. The results of the normality analysis are presented in the following table:

Table 2
Normality Test Results

		Unstandardized Residual	
N		150	
Normal Parameters ^{a, b}	Mean	.4226596	
	Std. Deviation	1.45838425	
Most Extreme Differences	Absolute	.065	
	Positive	.040	
	Negative	-.065	
Test Statistic		.065	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.119	
	99% Confidence Interval	Lower Bound	.111
		Upper Bound	.128

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 112562564.

Source: Data processed from SPSS (2026)

As presented in the table above, the Kolmogorov–Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.119. Since this value exceeds the significance threshold of 0.05, the residual data are considered to be normally distributed. Therefore, the normality assumption required for the regression analysis has been satisfied.

Multicollinearity Test

Multicollinearity test was carried out to determine whether the predictor variables in the multiple regression model were highly correlated with one another. Excessive intercorrelation among independent variables can affect the precision and reliability of the regression coefficient estimates. The model is regarded as free from multicollinearity issues when the Variance Inflation Factor (VIF) for each predictor is less than 10 and the corresponding tolerance value exceeds 0.10.

Table 3
Multicollinearity Test Results

Variable	Tolerance	VIF
Attention	0.319	3.137
Interest	0.195	5.133
Desire	0.178	5.627
Action	0.174	5.761

Source: Data processed from SPSS (2026)

As presented in the table above, the Attention variable obtained a tolerance value of 0.319 and a VIF of 3.137. The Interest variable recorded a tolerance value of 0.195 with a VIF of 5.133, The Desire variable obtained a tolerance value of 0.178 with a VIF of 5.627, while the Marketing Content variable showed a tolerance value of 0.174 and a VIF of 5.761. Because all tolerance values exceed the minimum threshold of 0.10 and all VIF values are below 10, the regression model is considered free from multicollinearity. Therefore, the assumption of no multicollinearity among the independent variables has been satisfied.

Heteroscedasticity Test

Heteroscedasticity test was performed to evaluate whether the residual variance remained consistent across all levels of the independent variables. To detect the existence of heteroscedasticity, this study applied the Glejser test procedure. The regression model is considered to satisfy the homoscedasticity assumption when the significance (Sig.) value of each predictor variable is greater than 0.05, indicating that the residuals are distributed with constant variance and do not follow a particular pattern.

Table 4
Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.894	.336		5.635	<.,001
	X1	-.010	.019	-.078	-.535	.593
	X2	.000	.024	-.002	-.012	.990
	X3	.000	.025	-.003	-.013	.989
	X4	-.012	.028	-.087	-.444	.658

a. Dependent Variable: ABS_RES

Source: Data processed from SPSS (2026)

As shown in the table above, the significance values for all predictor variables are higher than the established threshold of 0.05. The Attention variable recorded a significance value of 0.593, while Interest produced significance values of 0.990, Desire produced significance values of 0.989, and Action produced significance values of 0.658, respectively. Since all significance values exceed 0.05, there is no indication of heteroscedasticity within

the regression model. This finding suggests that the residuals have a uniform variance across observations, meaning that the homoscedasticity assumption is fulfilled and the model is suitable for further statistical analysis.

Test of Multiple Linear Regression Analysis

Table 5
Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.791	1.205		2.316	.022		
	X1	.352	.067	.375	5.255	<.001	.319	3.137
	X2	-.009	.085	-.009	-.102	.919	.195	5.133
	X3	.026	.091	.027	.286	.775	.178	5.627
	X4	.543	.099	.532	5.503	<.001	.174	5.761

a. Dependent Variable: Y

Source: Data processed from SPSS (2026)

Based on the regression results, the following regression equation is obtained:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 2,791 + 0.352 X_1 + -0.009 X_2 + 0.026 X_3 + 0,543 X_4 + e$$

Based on the regression equation above, the interpretation of each coefficient is as follows:

1. The constant value (α) of 2.791 indicates that when the variables Attention, Interest, Desire, and Action are held constant at zero, the Purchase Decision variable is estimated to have a value of 2.791.
2. The regression coefficient of Attention (X1) is 0.352, indicating that an increase of one unit in Attention will increase the Purchase Decision score by 0.352 units, assuming the other independent variables remain constant. The significance value below 0.05 shows that Attention has a positive and significant effect on Purchase Decision.
3. The regression coefficient of Interest (X2) is -0.009. However, the significance value of 0.919 exceeds 0.05, indicating that Interest does not have a significant effect on Purchase Decision.
4. The regression coefficient of Desire (X3) is 0.026, meaning that an increase in Desire tends to increase Purchase Decision by 0.026 units. Nevertheless, the significance value of 0.775 is greater than 0.05, indicating that Desire does not have a significant effect on Purchase Decision.
5. The regression coefficient Action (X4) is 0.543, indicating that a one-unit increase in Action will increase the Purchase Decision score by 0.543 units, assuming the other variables remain constant. The significance value below 0.05 confirms that Action has a positive and significant effect on Purchase Decision.

Coefficient of Determination Test (R²)

Table 6
Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875 ^a	.765	.758	3.048

a. Predictors: (Constant), X4, X1, X2, X3

b. Dependent Variable: Y

Source: Data processed from SPSS (2026)

According to the results presented in the table above, the multiple linear regression model generated a correlation coefficient (R) of 0.875, which reflects a very strong association between the independent variables, Attention, Interest, Desire, and Action, and the dependent variable, Purchase Decision. In addition, the coefficient of determination (R²) was found to be 0.758, indicating that 75.8% of the variability in Purchase Decision can be accounted for by the four explanatory variables included in the model, while the remaining 24.2% is influenced by factors outside the scope of this study.

Hypothesis Testing

t-Test

Table 7
t-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.791	1.205	2.316	.022		
	X1	.352	.067	.375	5.255	<.001	.319
	X2	-.009	.085	-.009	-.102	.919	.195
	X3	.026	.091	.027	.286	.775	.178
	X4	.543	.099	.532	5.503	<.001	.174

a. Dependent Variable: Y

Source: Data processed from SPSS (2026)

Based on the results of the t-test, the following conclusions can be drawn:

1. The results indicate that the Attention (X1) variable has a positive and statistically significant effect on Purchase Decision for Kilap Premium products on TikTok. The analysis produced a t-value of 5.255, which exceeds the critical t-value ($5.255 > 1.976$), with a significance level of < 0.001 . These findings demonstrate that higher levels of attention are associated with an increase in consumers' purchase decisions.
2. The Interest (X2) variable does not have a statistically significant effect on Purchase Decision. The analysis yielded a t-value of -0.102 and a significance value of 0.919 . Since the significance value is greater than 0.05 and the absolute t-value is lower than the critical

value ($-0.102 < 1.976$), Interest cannot be considered a significant predictor of purchase decisions in this study.

3. The Desire (X3) variable also does not exhibit a statistically significant effect on Purchase Decision. The calculated t-value was 0.286, which is lower than the critical t-value ($0.286 < 1.976$). Although the regression coefficient indicates a positive relationship, the effect is not statistically significant, suggesting that Desire does not meaningfully influence consumers' purchase decisions.
4. The Action (X4) variable has a positive and statistically significant effect on Purchase Decision. The analysis generated a t-value of 5.503, which is greater than the critical t-value ($5.503 > 1.976$), with a significance level of < 0.001 . This result indicates that higher levels of action significantly contribute to increased purchase decisions for Kilap Premium products on TikTok.

Simultaneous Test (F)

Table 8
Simultaneous Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4380.742	4	1095.185	117.900	<.001 ^b
	Residual	1346.918	145	9.289		
	Total	5727.660	149			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X1, X2, X3

Source: Data processed from SPSS (2026)

$$df_2 = 150 - 4 - 1 = 145$$

Using a significance level of 5% ($\alpha = 0.05$), the critical F-value was determined based on the F-distribution corresponding to the degrees of freedom applied in this study. With a denominator degree of freedom (df_2) of 145, the critical F-value was calculated to be 2.434. This value served as the benchmark for evaluating the overall significance of the regression model through the simultaneous significance test (F-test). The results of the analysis presented in the previous table are explained as follows:

1. The regression analysis produced an F-value of 117.900 with a significance level of < 0.001 . Since the calculated F-value exceeds the critical F-value ($117.900 > 2.434$) and the significance level is below 0.05, the regression model is statistically significant. These findings indicate that the variables Attention (X1), Interest (X2), Desire (X3), and Action (X4) collectively have a significant effect on Purchase Decision (Y) for Kilap Premium products on TikTok. Therefore, the proposed regression model is considered appropriate for explaining the relationship between the independent variables and the dependent variable.

Effect of Attention on Purchase Decision

The results indicate that Attention has a positive and significant effect on Purchase Decision ($t = 5.255$; $p < 0.05$). This finding suggests that visually appealing content, engaging video openings, and attractive presentations on TikTok effectively capture consumer attention and increase the likelihood of purchasing Kilap Premium products. The result supports the AIDA model, which emphasizes attention as the initial stage in influencing consumer behavior.

Effect of Interest on Purchase Decision

Interest does not significantly affect Purchase Decision ($t = -0.102$; $p > 0.05$). This result differs from the study conducted by (Yasmir et al., 2025), which reported a significant effect of interest on consumer purchase intention. The discrepancy may indicate that although TikTok content successfully generates consumer curiosity and engagement, such interest alone is insufficient to directly translate into purchasing decisions. Consumers may still require additional information regarding product quality, comparative advantages, and long-term benefits before committing to a purchase.

Effect of Desire on Purchase Decision

The results show that Desire has no significant effect on Purchase Decision ($t = 0.286$; $p > 0.05$). This research result differs from the findings of (Apriandi et al., 2023), who found that Desire significantly influenced purchasing decisions. One possible explanation is that consumers' desire to own or try Kilap Premium products has not fully developed into actual purchasing behavior. Although respondents perceived the product as a potential solution to their needs, purchasing decisions may still depend on other considerations such as price, financial capability, immediate necessity, and the availability of competing alternatives.

Effect of Action on Purchase Decision

Action has a positive and significant effect on Purchase Decision ($t = 5.503$; $p < 0.05$). This finding indicates that consumers who actively seek information, consider the product, and engage with purchasing channels are more likely to make a purchase. Among all AIDA dimensions, Action demonstrates the strongest influence on Purchase Decision.

Effect of Attention, Interest, Desire, and Action on Purchase Decision

The F-test results reveal that Attention, Interest, Desire, and Action simultaneously have a significant effect on Purchase Decision ($F = 117.900$; $p < 0.05$). These findings confirm that the AIDA model remains relevant in explaining consumer purchasing behavior on TikTok, where all dimensions collectively contribute to shaping purchase decisions for Kilap Premium products.

CONCLUSION

Based on the results of this study, the following conclusions can be drawn:

1. Attention has a positive and significant effect on Purchase Decision for Kilap Premium products on TikTok. This indicates that attractive visual content and engaging video presentations are effective in encouraging consumers to make purchasing decisions.
2. Interest does not have a significant effect on Purchase Decision. Although consumers show interest in Kilap Premium content, such interest alone is insufficient to directly influence purchasing decisions.
3. Desire does not have a significant effect on Purchase Decision. Consumers' desire to own or use the product does not necessarily lead to actual purchasing behavior.

4. Action has a positive and significant effect on Purchase Decision. This finding indicates that consumers who actively engage with product information and purchasing channels are more likely to make a purchase. Action is also the strongest predictor among the AIDA dimensions.
5. Attention, Interest, Desire, and Action simultaneously have a significant effect on Purchase Decision. These results confirm that the AIDA model remains relevant in explaining consumer purchasing behavior toward Kilap Premium products on TikTok.

Suggestion

Based on the findings of this study, several suggestions can be proposed:

For Kilap Premium

1. Kilap Premium should continue improving the quality of its TikTok content by using attractive visuals, clear messages, and creative video concepts to effectively capture consumer attention and increase purchase decisions.
2. The company should strengthen its call-to-action strategies through promotional offers, easy access to TikTok Shop, and persuasive purchasing messages to encourage consumers to take purchasing actions.
3. Although Interest and Desire were not found to have significant effects, Kilap Premium should enhance product information, customer testimonials, and product demonstrations to build consumer trust and convert interest into actual purchases.

For Future Research

1. Future studies are encouraged to include additional variables, such as trust, product quality, price perception, electronic word-of-mouth (e-WOM), influencer marketing, or brand image, to provide a more comprehensive explanation of purchase decisions on social media.
2. Future researchers may also use larger sample sizes and different research objects to improve the generalizability of the findings.

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