Pengaruh Promosi Via Instagram Terhadap Keputusan Pembelian (Studi Pada Followers Warunk Upnormal)

Influence Of Promotion Via Instagram On Purchase Decision (A Study On Warunk Upnormal Followers)

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Abstract

Instagram is one the social media that used in Indonesia. Promotions carried out by business people on Instagram social media add a special attraction for customers. Warunk Upnormal continues to use Instagram as its promotional. Instagram users considering buying a product or service viewed through Instagram, so that the search for information by Instagram users about the product. Warunk Upnormal use tha to increase buying interest which leads to purchase decisions. The research is descriptive quantitative research using survey methods, explanatory research, namely research that explains the causal relationship between the independent variable and the dependent variable, namely the effect promotion through Instagram on purchases decision. The population used all followers Warunk Upnormal Instagram. The sample followers Instagram Warunk Upnormal and samples was 100 respondents. Sampling uses is non-probability sampling with purposive sampling technique. The results the Promotion Variables through Instagram fully included in the good category and the overall purchasing decision variables are included in the very good category on Warunk Upnormal. And it is also explained that the effect promotion through Instagram on purchasing decisions is 41%. Then, promotions through Instagram can explain purchasing decisions by 19.2% at Warunk Upnormal.

Keywords: Promotion, Social media, Instagram, Purchase Decision

Abstrak

Instagram merupakan salah satu media sosial yang digunakan di Indonesia. Promosi yang dilakukan para pelaku bisnis di media sosial Instagram menambah daya tarik tersendiri bagi pelanggan. Warunk Upnormal tetap menggunakan Instagram sebagai media promosinya. Pengguna Instagram mempertimbangkan untuk membeli suatu produk atau jasa yang dilihat melalui Instagram, sehingga pencarian informasi oleh pengguna Instagram tentang produk tersebut. Warunk Upnormal menggunakannya untuk meningkatkan minat beli yang mengarah pada keputusan pembelian. Jenis penelitian ini adalah penelitian deskriptif kuantitatif dengan menggunakan metode survey, explanatory research, yaitu penelitian yang menjelaskan hubungan sebab akibat antara variabel bebas dan variabel terikat yaitu pengaruh promosi melalui Instagram terhadap pembelian. keputusan. Populasi yang digunakan adalah seluruh followers Instagram Warunk Upnormal. Sampel followers Instagram Warunk Upnormal dan sampel sebanyak 100 responden. Pengambilan sampel yang digunakan adalah non probability sampling dengan teknik purposive sampling. Hasil Variabel Promosi melalui Instagram sepenuhnya termasuk dalam kategori baik dan variabel keputusan pembelian secara keseluruhan termasuk dalam kategori sangat baik pada Warunk Upnormal. Dan dijelaskan pula bahwa pengaruh promosi melalui Instagram terhadap keputusan pembelian adalah sebesar 41%. Kemudian, promosi melalui Instagram dapat menjelaskan keputusan pembelian sebesar 19,2% di Warunk Upnormal.

Kata kunci: Promosi, Media sosial, Instagram, Keputusan Pembelian

I. INTRODUCTION

The internet has helped people to interact, communicate, and even conduct business transactions with other people from all over the world by providing cheap, fast and easy fees. In recent years, the spread of internet media has caused many companies to start trying to promote various products produced using this medium. Internet users in the world cannot be increased as a very profitable thing for online marketers, because digital marketing changes the way of thinking, lifestyle and shopping behavior of consumers [3].

The existence of online marketing of purchases on social media is a business alternative that is promised to be implemented today, because this media provides many conveniences for both parties, both from the seller and the buyer, in conducting transactions even though both parties are present. on two continents. different though. As a company's effort to influence purchasing decisions through social media supported by promotions [11].

Instagram is one of the social media that is often used in Indonesia. Instagram is a photo sharing application that is loved by many people. In the business world, Instagram offers advertising solutions with enhanced ad formats and options for targeting and buying. This can help advertisers achieve the results they want, from raising awareness to driving action. Focus on online business today by taking advantage of Instagram's growth, namely marketing products by placing ads on Instagram, downloading product photos to be displayed to share product information with followers. 81% of Instagram users in Indonesia use Instagram to find more information about a product or service on a brand.

In particular, a food restaurant that promotes through social media Instagram is Warunk Upnormal. increasing the use of Instagram in Indonesia and one of the social media that helps attract customers' attention, Warunk Upnormal uses Instagram as a promotional medium. Promotions carried out using Instagram can increase buying interest for its consumers, plus Instagram presents quality images and features so that it creates a high impression that.

The restaurant serves quality products. a survey conducted by Ipsos.com, that 76% of Instagram users have purchased a product or service from a brand after finding the brand they are looking for on Instagram and 66% of respondents admit that they are considering buying the product or service viewed through Instagram, so the search Information by Instagram users about the product brand they want is what Warunk Upnormal uses to increase buying interest in purchasing decisions. Consumers' decisions to make purchases can occur suddenly, maybe just by looking at the products displayed on the internet. Marketers need to know the specific needs of consumers that they will satisfy, and how to translate those needs into purchasing criteria [10].Based on the background research that have been described, the research title taken is "INFLUENCE OF PROMOTION VIA INSTAGRAM ON PURCHASE DECISION (A Study on Warunk Upnormal Followers)".

II.   LITERATURE REVIEW

A.   Purchase Decision

Definition of purchasing decisions, according to [8], is the stage in the buyer's decision-making process at which consumers actually buy. Meanwhile, according to [7], a purchase decision is a decision that involves a choice between two or more alternative actions. Decisions always require a choice between several different behaviors.

B.   The Relationship of Promotion Through Social Media Usuing The AIDA Model on Purchase Decision

According [8] created the AIDA model (Attention, Interest, Desire, Action) to describe the process by which communication can influence consumers, one of which is through promotion. This model emphasizes that the buying process occurs long before the actual purchase of goods. The consumer buying process often involves several stages, including:

1.   Attention. The first step of a product's ability to draw attention and make customers aware of its presence is the emergence of consumer attention to a marketing effort carried out by producers.
2.   Interest. Is the development of curiosity or interest in the producer's object, or the arousal of desire in having the object.
3.   Desire. To reach the ultimate aim of purchasing, marketers must be able to awaken consumers' desire to possess or enjoy the items given.
4.   Action. This stage represents the desired reaction from customers in the form of activities. Marketers can encourage potential customers to visit the business right away, make an order, or at the very least remember it for subsequent purchase.

C.   Social Media Promotion

Social media marketing is a type of internet marketing model to achieve marketing goals by participating in various social media networks. Social media marketing tools generally include BBS, micro blogging, blogs, SNS, images, videos, and so on [9]. According to [14] there are four C's in the use of social media, namely:

1. *Context*: *"How we frame our stories."* Is how to form a story or message (information) such as the form of a message itself, the use of language and the content of the message.
2. *Communication*: *"The practice of sharing our sharing story as well as listening, responding, and growing."* Is how to share stories or messages (information) as well as listen, respond and grow in ways that make users feel comfortable and messages are conveyed well.
3. *Collaboration*: *"Working together to make things better and more efficient and effective."* Is how to work together to make things better, namely by collaborating between an account or company and its users on social media to make good things more effective and more efficient.
4. *Connection*: *"The relationships we forge and maintain."* Is how to maintain the relationship that has been built. This can be done by doing something sustainable, so that users feel closer to the company that uses social media.

D.   Research Framework

This study aims to see how promotion via Instagram affects purchasing decisions with the following research framework:
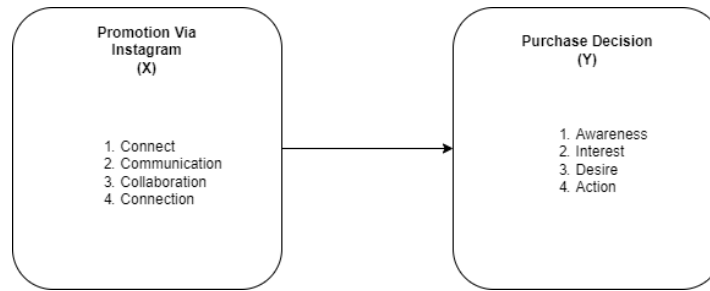
Figure 1 Research Framework

Based on the description research concept framework, the hypothesis in this study is::
H: Promotion via Instagram has a positive and significant effect on purchasing decisions.

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III.   RESEARCH METHODOLOGY
A.   Population and Sample

Population is a set of elements that can be drawn into several conclusions [1]. The population used to conduct this study were all followers of Warunk Upnormal's instagram**.** The sample is part of the population that the research wants to do [14].The sample of this research is some of Warunk Upnormal's Instagram followers. Therefore, the number of samples in this study was rounded up to 100 respondents with erro of telorance is 10%.

B.   Data Collection

Primary data, namely data collected directly from the source and processed by the institution concerned for use [12]. Primary data in this case is the recapitulation of data from the results of distributing questionnaires (research instruments) which include; online promotion via instagram and purchasing decisions. The data collection technique in this study used a questionnaire. Questionnaires in research data collection methods and under certain conditions the researcher may not need to attend. The data needed is in the form of respondents' answers (assessments) to questions or statements in distributed questionnaires. The technique of collecting data by distributing questionnaires is done online with the help of google.form.

C.   Validity Test

The validity test is intended to determine the extent to which the measuring instrument actually measures what it is supposed to measure [2]. Validity is the level of accuracy of research measuring instruments about the meaning or content that is actually measured [1].

D.   Reliability Test

Reliability test is a test to show how consistent and stable an instrument or research measuring instrument is in measuring the concept under study [13].

E.   Data Analysis Technique
F.   Descriptive Analysis

Analytics is used to analyze data by explaining or explaining the information without the intention of drawing conclusions or generalizing from the public [6].Descriptive analysis in this study is a descriptive analysis of research variables that describe answers in the form of for research variables which in this study are promotions via Instagram and purchase decisions.

G.   Classic Assumption Test
1.   Normality Test

The normality test aims to test whether in the regression model the dependent variable and the independent variable have a normal distribution or not. A good regression model is to have a normal data distribution or close to normal [4]. Steps to test normality, can be analyzed by looking at the probability value of the Kolmogorov Smirnov Test. The basis for decision making is if the probability value is > 0.05, then the regression model meets the assumption of normality.

2.   Heteroscedasticity Test

H.   The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals or observations to other observations. If the residual variance from one observation to another observation remains, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is homoscedasticity [4].

i.   Linear Regression Analysis

Linear regression analysis in this study is used for hypothesis testing. Linear regression is carried out to determine the relationship between the dependent variable and its independent variables partially or simultaneously. The regression equation developed in this study is as follows:

$$Y = \alpha + \beta_1 X + \varepsilon$$

Where:

Y = Purchasing decisions

α = Constant

β_1 = Regression Coefficient

X = Promotion via Instagram

ε = Error

ii. Hypothesis Testing

The hypothesis was tested with regression results using the SPSS for Windows program by comparing the significance level of = 5%. If the level of sig. t < = 5%, then the research hypothesis is accepted, meaning that both together and partially the independent variable (free) has a significant effect on the dependent variable.

1. T-Test

The t-test is used to prove the effect of the independent variable on the dependent variable individually with the assumption that the other variables are fixed or constant. The test criteria; If the **probability t-statistic** (sig.) > Level of Significant = 0.05, it means that there is no significant effect between the independent variables on the dependent variable. If the **probability t-statistic** (sig.) < Level of Significant = 0.05, it means that there is a significant effect between the independent variables on the dependent variable [5].

iii. Coefficient Determination Test

Testing R^2 (Coefficient of Determination) to find out how much the ability of the independent variable in explaining the dependent variable. The value of R^2 (Coefficient of Determination) has a range between 0-1. According to [5] the larger R^2 indicates the greater the ability of the independent variable in explaining the independent variable.

IV. RESULT & DISCUSSION

A. Descriptive Analysis Result

Descriptive analysis in this study is an analysis of the items of each variable. The analysis of these items is a description of the respondents' answers:

Table 2. Descriptive Analysis Result

Variable	Code Item	N	Score	Mean	Percentage	Category
Promotion via Instagram	PI1	100	409	4.09	81.8%	Good
	PI2	100	439	4.39	87.8%	Very Good
	PI3	100	423	4.23	84.6%	Very Good
	PI4	100	417	4.17	83.4%	Good
	PI5	100	396	3.96	79.2%	Good
	PI6	100	434	4.34	86.8%	Very Good
	PI7	100	400	4.00	80.0%	Good
	PI8	100	382	3.82	76.4%	Good
	PI9	100	412	4.12	82.4%	Good
	PI10	100	410	4.10	82.0%	Good
	PI11	100	405	4.05	81.0%	Good
Purchase Decision	PD1	100	427	4.27	85.4%	Very Good
	PD2	100	434	4.34	86.8%	Very Good
	PD3	100	402	4.02	80.4%	Good

PD4	100	430	4.30	86.0%	Very Good
PD5	100	415	4.15	83.0%	Good
PD6	100	424	4.24	84.8%	Very Good
PD7	100	417	4.17	83.4%	Good
PD8	100	428	4.28	85.6%	Very Good
PD9	100	438	4.38	87.6%	Very Good
PD10	100	432	4.32	86.4%	Very Good
PD11	100	414	4.14	82.8%	Good
PD12	100	423	4.23	84.6%	Very Good

Table 2 shows that these items only have two results, namely good and very good. In the promotion variable via Instagram, PI2 has the highest results. This shows that the message conveyed by the Warunk Upnormal Instagram account is very interesting, almost all of the respondents. While PI8 has the lowest result, it shows that the respondents in this study can be assumed not all are involved in providing comments on the Warunk Upnormal Instagram account. The overall average of the items on the promotion variable via Instagram is 82.3%. Therefore, these variables can be categorized as good.

In the purchase decision variable, the highest value is obtained on the PD9 item. PD9's statement is "You intend to purchase Warunk Uprnormal products in the future". This can indicate that respondents in this study have a desire to repurchase Warunk Upnormal products. The lowest value lies in the PD3 item. The item reads, "You are interested in finding more information about Warunk Upnormal products". It can be assumed that respondents made purchases when they first saw Warunk Upnormal products on Instagram and did not do further searches. Overall, the average purchase decision item is 84.7%, so this variable is categorized as very good.

B.   Classic Assumption Test result
i.   **Normality Test**
The result of normality test in this study is as follows:

Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.18130023
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.055
Test Statistic		.087
Asymp. Sig. (2-tailed)		.057[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

The table 3 shows that the results of the normality test using the One-Sample Kolmogorov-Smirnov test. The significance value of alpha in the normality test is $0.057 > 0.05$. This shows that the regression model has a normal distribution

ii.   **Heteroscedasticity Test**
To know whether there is heteroscedasticity, it is done by using glejser test.

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.021	2.319		3.028	.003
	PI	-.101	.051	-.196	-1.974	.051

a. Dependent Variable: Absolute_Residu

Figure 2. Heteroscedasticity Test Result

The results of this test have an alpha significance value of 0.051 < 0.05. This shows that there is no heteroscedasticity in the regression model.

C.   Linear Regression Analysis Test

The result of multiple regression analysis test in this study is as follows:

Table 5. Linear Regression Analysis Test Result

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	32.277	3.756	
	PI	.410	.083	.448

a. Dependent Variable: PD

Based on the results of the data processing in table 5, the linear regression equation arranged into:
$$Y = 32.277 + 0.410\,X + e$$

From that it can be interpreted that, if promotion via Instagram remains (X=0), then the value of the purchase decision is 32,277, and if promotion via Instagram increases once, then the value of the purchase decision will increase by 0.410 or 41%.

D.   Hypothesis Testing

i.   T-test

The result of T-test result in this study is as follows:

Table 6. T-test Result

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	32.277	3.756		8.592	.000
	PI	.410	.083	.448	4.960	.000

a. Dependent Variable: PD

The alpha significance value obtained in the t-test of the promotion variable via Instagram is 0.000 so the null hypothesis is rejected. The rejection of the null hypothesis shows that the promotion variable via Instagram has a significant effect on the purchase decision variable.

E.   Coefficient Determination Test Result

The result of coefficient determination result test in this study is as follows:

Table 8. Coefficient Determination Result

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.448a	.201	.192	3.197

a. Predictors: (Constant), PI

b. Dependent Variable: PD

Based on table 8 shows the coefficient of determination obtained from the promotion variable through Instagram with a purchase decision is 0.201 seen from R Square value. In other words, 20.1% of the variables via Instagram can explain the effect on the purchase decision variable. While the rest is explained by other factors not studied.

V.   CONCLUSION & SUGGESTION

A. Conclusion

Based on the results of research and discussion on the effect of promotion via Instagram on purchase decisions at Warunk Upnormal, it can be concluded that:

1. Promotion variables via Instagram are completely included in the good category. The average of all items was 82.3%. The item "Messages delivered by the Warunk Upnormal instagram account are interesting" has the highest percentage and the item "You are involved in commenting on the Warunk Upnormal instagram account" has the lowest percentage.
2. The overall purchase decision variable is included in the very good category with an average item of 84.7%. The item "You intend to purchase Warunk Uprnormal products in the future" has the highest percentage. The item "You are interested in finding more information about Warunk Upnormal products" has the lowest percentage.
3. The effect of promotion via Instagram on purchase decisions is 0.410 or 41%. Promotion via Instagram can explain the purchase decision by 20.1% and while the rest is explained by other factors not studied.

B. Suggestion

Suggestions that can be given from the results of this study are for Warunk Upnormal. After getting an analysis, especially in descriptive analysis, there are items that have a low value. From these results, items that have a low value can be used as a reference in providing solutions to increase promotions via Instagram and the level of purchase decisions:

1. Increasing promotions via Instagram such as increasing the interaction of the Warunk Upnormal Instagram admin with followers so that followers can be involved in commenting on their Instagram accounts and posts by Warunk Upnormal.
2. Develop and add types of Warunk Upnormal products in order to increase the curiosity of respondents so that followers are interested in finding more information about Warunk Upnormal products.

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