

Effect of Instagram Promotion towards Buying Intention and Buying Decision of Pekopurin.id

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Abstract

Promotion through social media is very easy, fast and certainly not paid then many marketers take advantage of this opportunity to introduce new products. Social media that commonly used is Facebook, Instagram, Twitter, YouTube and other social media. Online shop owners should be able to introduce new products in a way that is unique and different from others. The objectives in this study are to analyze the effect of promotion on the influence of buying interest, and purchasing decision of Pekopurin.id product through Instagram. This research used S-O-R (Stimulus-Organism-Response) theory. In this study, promotion is a stimulus of interesting photographs followed by buying interest as a response. This research uses quantitative method with explanative approach causality. The study was conducted by distributing questionnaires to 145 respondents with simple random sampling technique. The conclusion from this research is the results show that promotion has an influence on purchasing decisions. This means there are other factors that can influence the purchase decision. So, it is necessary to do further research to complete the research that has been made. The advice from this research is Pekopurin.id is advised to post photos of the atmosphere during the event so that consumers can find out how the event situation ever followed by Pekopurin.id.

Keywords: instagram; promotion; buying intention; buying decision

Introduction

Competition in the world of business is getting tighter due to many new businesses emerging. One way to win the competition is to do a promotion. Many of the marketers are competing to do promotions with interesting and unique to be different from others. Marketers willing to spend a lot of money to promote through print media and offline media such as banners, flyers, billboards, television and radio. With the development of time, now there is a new medium of Internet media or often called the online media. Online media is a medium used to share photos, videos, information and promotions with internet-based. There are several categories for online media for example websites, blogs, messenger, and social media. To conduct an online promotion, marketers choose to use social media than others. Promotion through social media is very easy, fast and certainly not paid then many marketers take advantage of this opportunity to introduce new products.

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Social media that commonly used is Facebook, Instagram, Twitter, YouTube and other social media. Social media itself is a medium to socialize with each other and be done by online to enable humans to interact with each other without space and time is limited. Facebook is a social media that have the highest users in ASEAN while in Indonesia Facebook ranked 2nd. In ASEAN, Instagram was ranked 8th which much lower if we compared in Indonesia that ranked 3rd with 39% of the populations, followed by Facebook and YouTube as the number one highest users (We Are Social, 2017). Based on data of We Are Social 2017, the internet users in ASEAN reached 3.773 billion if compared with the population of the percentage of the population by 50% while in Indonesia it reached 132.7 million users. Social media users in ASEAN has reached 2.789 billion as of January 2017 and Indonesia are the biggest contribution, followed by Philippines.

Indonesian internet users have reached 51% of the total population in Indonesia 262 million. This proves that the internet has become part of the life of Indonesian society, the various information we need can be found on the internet. The internet is also used with various activities ranging such as a medium of online interaction. People who access the internet via mobile phone is 91% and through laptop is 21%. The use of mobile phones and internet make social media developed and experience shifting function or revolution, which initially as media or platform for social interaction online now become media of promotion.

In 2016 internet content most often accessed by society Indonesia is social media with biggest percentage that is 97,4%, entertainment 96,8%, news 96,4%, education 93,8% Commercial 93.1%, and the lowest is public services amounted to 91.6% (APJII, 2017). The majority of Instagram users are young, well-educated and well-established. In Indonesia alone, Instagram users have reached 22 million active users per month (CNN Indonesia, 2016). Online shopping or e-shopping is an online shopping activity that allows potential customers to find the product they want. In this activity will occur interaction between prospective consumers and sellers. Buying in an online shop is easier and faster than going to a store and buying instantly. This convenience is what makes more and more people become more consumptive. Consumptive is the desire of someone to buy something that does not fit the need just to satisfy the desire of self (Anwari, 2014).

Online shop owners should be able to introduce new products in a way that is unique and different from others. Such as Pekopurin.id who make unique product photos to create brand awareness and attract the attention of potential customers. Brand awareness has become an important factor for marketers because it can strengthen the brand and can facilitate consumers to remember the products offered.

Pekopurin.id is a new online shop that sells food products or dessert milk pudding with four main variants are Chocolate, Very Berry, Matcha, and Coffee. Based on the interview on October 8, 2016, the owner of Pekopurin.id deliberately uses Instagram as a promotional medium because it can be very easy to reach the target. Target from Pekopurin.id is adolescent to adult with upper middle class and for culinary lovers. Owner said that Pekopurin.id has uniqueness that is not owned by other marketers that is using different materials and glass bottle packaging so that milk pudding can be seen easily and interesting. While other marketers use plastic cups as pudding containers. In addition, Pekopurin.id using a unique product photo for consumers to feel interested. Pekopurin.id has the concept of "Keep It Simple".

Based on the above background, then the formulation of the problem in this study are (1) is there any promotion influence through Instagram to Pekopurin.id product purchase decision, (2) Is there any influence of buying interest to Pekopurin.id product purchase decision, (3) is there any influence of promotion through Instagram and buying interest to purchase decision at Pekopurin.id, and (4) whether buying interest can mediate between promotion and purchasing decisions Pekopurin.id products.

Based on the above questions, then the objectives in this study are (1) to analyze the effect of promotion through Instagram on Pekopurin.id product purchase decision, (2) to analyze the influence of buying interest on Pekopurin.id product purchase decision, (3) to analyze the effect of promotion through Instagram and buying interest together to Pekopurin.id product purchase decision, and (4) to analyze buying interest as mediation variable between promotion and purchasing decision of Pekopurin.id product.

Literature Review

This research used S-O-R (Stimulus-Organism-Response) theory. In this study, promotion is a stimulus of interesting photographs followed by buying interest as a response. Based on Bungin (2015, p.281), the organism is the stage where the decision process takes place. In this study, buying interest is an organism in which consumers pay attention to Pekopurin.id products. The response generated from this theory is a purchase decision whereby consumers already know what they are going to buy.

Promotion is a communication strategy that marketers do to build relationships with consumers (Abdurrahman, 2015, p.155). Promotion is a means used to inform, persuade and remind consumers of products and brands sold (Keller, 2008; in Abdurrahman, 2015). Promotion must be informative and interesting to make consumers interested to try the products offered.

Instagram is a place to share photos and videos. Many people are using Instagram's usefulness to do business. Doing business using Instagram is very easy and costless. Instagram is also used by the global community so it is very easy to reach the target market.

Based on Durianto and Liana, buying interest is something related to consumer plans to buy the product and how many units are needed (Jushermi, 2009, p.59). There are four indicators from buying intention such as Transactional interest, Referential interest, Preferential Interest and Explorative interest (Ferdinand, 2008; in Adji, 2014).

According to Schiffman and Kanuk (2007, p.485) the purchase decision is when consumers have to select two or more alternatives. Once the consumer has set what is desired, it will occur the purchase process. Five stages in the decision-making process based on Kotler and Keller (2016, p.234-243), The Introduction of Needs, Information Search, Alternative Evaluation, Buying Decision, Post-Purchase Decision.

Hypothesis in this research are:

Ho1: Promotion through Instagram does not have a significant effect on purchasing decision of Pekopurin.id product.

Ha1: Promotion through Instagram has a significant influence on Pekopurin.id product purchase decision

Ho2: Buying interest does not have a significant effect on purchasing decision of Pekopurin.id product

Ha2: Buying interest has a significant influence on Pekopurin.id product purchase decision

Ho3: Promotion through Instagram and buying interest does not have a significant influence on Pekopurin.id product purchase decision.

Ha3: Promotion through Instagram and buying interest have a significant influence on purchasing decision of Pekopurin.id product.

Ho4: Buying interest can not mediate between promotion and purchasing decision of Pekopurin.id product

Ha4: Buying interest can mediate between promotions and purchasing decisions of Pekopurin.id products

Methods

This study uses a positivistic paradigm with the assumption that a symptom can be classified and the cause of effect between variable (Sugiyono, 2016, p 42). This research uses quantitative method with explanative approach causality. Explanative used to know the relationship that happened between one variable with another variable. While causality explain the causal relationship between variables that can cause certain effects. Subjects in this study were Pekopurin.id followers amounted to 229. The study was conducted by distributing questionnaires to 145 respondents with simple random sampling technique.

Result and Discussion

All variables have been declared valid and reliable because the Correction Item-Total Correlation are larger than 0,284 and Cronbach's Alpha larger than 0,6.

Table 1 Informed Dimension Analysis

<i>Dimension</i>	<i>Indicator</i>	<i>Statement</i>	<i>Frequency</i>
<i>Informed</i>	Brand awareness	I'm aware that Pekopurin.id sold milk pudding	133
	Publish the product	I participated in publishing Pekopurin products through social media	124
		Pekopurin.id's instagram account provide updates on the latest variant taste	139

In this Dimension, the indicator that has the highest value is Publish the product with statement Pekopurin's Instagram account provide updates on the latest taste has the highest value of 139.

Table 2 Persuaded Dimension Analysis

Dimension	Indicator	Statement	Frequency
<i>Persuade</i>	Influence consumers to buy	Post from Pekopurin.id account made me interested to try the pudding	138
	Persuade consumers to visit events	I am interested in visiting the event that was attended by Pekopurin	130

In this Dimension, the indicator that has the highest value is Influence consumers to buy with statement Post from Pekopurin.id account made me interested to try the pudding has the highest value of 138.

Table 3 Reminded Dimension Analysis

Dimension	Indicator	Statement	Frequency
<i>Remind</i>	Memory of the product	I search for Pekopurin.id's Instagram whenever I want to buy pudding	132
		The information and photos posted by Pekopurin.id are easy to remember	139
	Memory of the brand	Pekopurin.id is identical to the sale of pudding	137
		Pekopurin.id is a unique name that is easy to remember	135

In this Dimension, the indicator that has the highest value is Memory of the product with statement The information and photos posted by Pekopurin.id are easy to remember has the highest value of 139.

Table 4 Transactional Interest Dimension Analysis

Dimension	Indicator	Statement	Frequency
<i>Transactional Interest</i>	The desire to try the product	I want to try Pekopurin.id pudding after looking at product photos	136
	The presence of an attractive appearance	The product photo on Instagram made me interested to make a purchase	137

In this Dimension, the indicator that has the highest value is The presence of an attractive appearance with statement The product photo on Instagram made me interested to make a purchase has the highest value of 137.

Table 5 Referential Interest Dimension Analysis

<i>Dimension</i>	<i>Indicator</i>	<i>Statement</i>	<i>Frequency</i>
<i>Referential Interest</i>	Suggest to others	I would suggest Pekopurin to my friend who likes dessert	138
		I will tell my friend about Pekopurin	134
	Influence	I will influence my friends or family to buy pudding in Pekopurin.id	124
		I will ask my friend to try Pekopurin.id product	136

In this Dimension, the indicator that has the highest value is Suggest to others with statement I would suggest Pekopurin to my friend who likes dessert has the highest value of 138.

Table 6 Preferential Dimension Analysis

<i>Dimension</i>	<i>Indicator</i>	<i>Statement</i>	<i>Frequency</i>
<i>Prefential Interest</i>	In accordance with the wishes	Pekopurin Pudding suits what I want	138
		I feel Pekopurin pudding is better than other pudding	124
	In accordance with the taste	I love the taste offered by Pekopurin	138
		Pekopurin pudding flavor fits my taste	136

In this Dimension, the indicator that has the highest value is In accordance with the wishes and taste with statement Pekopurin Pudding suits what I want and I love the taste offered by Pekopurin has the highest value of 138.

Table 7 Explorative Interest Dimension Analysis

<i>Dimension</i>	<i>Indicator</i>	<i>Statement</i>	<i>Frequency</i>
<i>Explorative Interest</i>	There is a sense of want to know about the variants of Pekopurin.id	I want to know what variants are owned by Pekopurin.id	136
		I want to know what variant is the best seller of Pekopurin.id	139
	There is a sense of want to know about the price of Pekopurin.id	I want to know the price offered by Pekopurin.id	140
		I want to know if the price offered matches the product	140

In this Dimension, the indicator that has the highest value is There is a sense of want to know about the price of Pekopurin.id with statement I want to know the price offered by Pekopurin.id and I want to know if the price offered matches the product has the highest value of 140.

Table 8 The Introduction of Needs Dimension Analysis

<i>Dimension</i>	<i>Indicator</i>	<i>Statement</i>	<i>Frequency</i>
<i>The Introduction of Needs</i>	Internal Stimulation	I bought pudding at Pekopurin.id because I am a dessert fan	132
		I bought Pekopurin's pudding after seeing an interesting product photo	137
	External Stimulation	I bought the pudding after seeing Instagram Pekopurin.id	136

In this Dimension, the indicator that has the highest value is External Stimulation with statement I bought Pekopurin's pudding after seeing an interesting product photo has the highest value of 137.

Table 9 Information Search Dimension Analysis

<i>Dimension</i>	<i>Indicator</i>	<i>Statement</i>	<i>Frequency</i>
<i>Information Search</i>	Private Source	I bought Pekopurin for being told my friend	124
	Commercial Source	I know the variant through Pekopurin photos in Instagram	136
		I get contact info from Instagram Pekopurin.id account	137
	Pubic Source	I get information about Pekopurin through Instagram	135
		I know information about prices through Pekopurin line account	129
	Experience Source	Pekopurin gives a memorable experience	136

In this Dimension, the indicator that has the highest value is Commercial Source with statement I get contact info from Instagram Pekopurin.id account has the highest value of 137.

Table 10 Alternative Evaluation Dimension Analysis

<i>Dimension</i>	<i>Indicator</i>	<i>Statement</i>	<i>Frequency</i>
<i>Alternative Evaluation</i>	Calculation	I compare the price of pudding in Pekopurin before buying	136
		I think the price of Pekopurin is excessive	66
	Intuition	I will buy Pekopurin at any price	84
		I will buy Pekopurin wherever it is located	114

In this Dimension, the indicator that has the highest value is Calculation with statement I compare the price of pudding in Pekopurin before buying has the highest value of 136.

Table 11 Buying Decision Dimension Analysis

<i>Dimension</i>	<i>Indicator</i>	<i>Statement</i>	<i>Frequency</i>
<i>Buying Decision</i>	Situational	I will still buy Pekopurin's pudding even though there are more expenses	115

In this Dimension, the indicator Situational with statement I will still buy Pekopurin's pudding even though there are more expenses has a value of 115.

Table 12 Post Purchase Behavior Dimension Analysis

<i>Dimension</i>	<i>Indicator</i>	<i>Statement</i>	<i>Frequency</i>
<i>Post-Purchase Behavior</i>	Expectation	Pudding Pekopurin.id in accordance with the photos that are in Instagram	139
	Re-purchase	I will buy Pekopurin pudding in the near future	113

In this Dimension, the indicator Expectation with statement Pudding Pekopurin.id in accordance with the photos that are in Instagram has a value of 139.

The questionnaire is stated normal by using p-plot which shows the points are in a straight line. The correlation level in this study was stated positive and significant because the value between the three variables are in between 0,60-0,799. This study is free from multicollinearity because the value of Variance Inflation Factor (VIF) is not more than 10 and Tolerance value is not less than 0.10. This study is free from heteroscedasticity because the data points spread above and below the number 0 and do not form a pattern.

Table 13 Coefficient Determination

Coefficient Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.632	.627	4.561
a. Predictors: (Constant), Buying Intention, Promotion				
b. Dependent Variable: Buying Decision				

R Square value is 0.627. There are 62.7% contribution of variable X1 (promotion) and X2 (buying interest) to variable Y (purchase decision).

Table 14 Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.360	3.527		3.221	.002
	Promotion	.755	.118	.480	6.417	.000
	Buying Intention	.429	.086	.373	4.996	.000

a. Dependent Variable: Buying Decision

The coefficient regression of promotion is 11.360; meaning if promotion increase by 1, then buying decision will increase equal to 0,755 and if buying intention increase by 1, then buying decision will increase equal to 0,429. The sig value is smaller than 0.05 so promotion and buying intention can influence buying decision partially. Based on sobel test the value of t are greater than the value of t table, so buying interest can be regarded as a mediation variable.

Table 15 ANOVA Analysis

Anova						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5076.444	2	2538.222	121.998	.000 ^b
	Residual	2954.384	142	20.806		
	Total	8030.828	144			
a. Dependent Variable: Buying Decision						
b. Predictors: (Constant), Buying Intention, Promotion						

Sig value in this research is 0.000. Which means, the Sig value is smaller than 0.05 so H_0 is rejected and H_a accepted, Promotion through Instagram has significant affect toward buying intention and buying decisions of Pekopurin.id products simultanly.

Conclusion

The conclusion from this research is the results show that promotion has an influence on purchasing decisions. Based on above conclusion, the suggestion for the next research is the result of research stated that there are 62,7% contribution of variable X1 (promotion) and X2 (buying intention) to variable Y (purchase decision). While the rest of 37,3% influenced by other factors. This means there are other factors that can influence the purchase decision. So, it is necessary to do further research to complete the research that has been made. The advice from this research is Pekopurin.id is advised to post photos of the atmosphere during the event so that consumers can find out how the event situation ever followed by Pekopurin.id. Currently Pekopurin.id only post about when the event that followed will take place. The promotion of Pekopurin.id can be said as good because it contributes 56.7% of purchasing decisions so that the promotion needs to be maintained.

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