

EFFECT OF SOCIAL MEDIA MARKETING “INSTAGRAM” TOWARDS PURCHASE INTENTION : EVIDENCE FROM PLANT-BASED MILK PRODUCT “OATSIDE” IN INDONESIA

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ABSTRACT

In the ever-evolving field of marketing, building and maintaining purchase intent remains a central theme and a significant challenge for marketers. Among various strategies employed to sustain customer brand loyalty, social media marketing has emerged as a recent and effective tool. This study delves into the impact of social media marketing on the purchase intent of consumers, an area that is garnering growing interest from both marketing scholars and industry practitioners. The research specifically encompasses customers in Indonesia who follow "Oatside" on Instagram. Oatside is a popular plant-based milk product, and its Instagram followers form the target demographic for this study. A structured questionnaire was administered to a sample of 130 respondents, serving as the primary data collection method. The collected data were then examined using linear regression analysis conducted via SPSS. The results of the study indicate a positive correlation between purchase intent and several key factors related to the brand's social media presence. These include the brand's provision of entertaining content, facilitation of two-way communication with consumers, presentation of trending topics, and offering of personalized content. Each of these elements contributes to enhancing consumer engagement and influencing purchase decisions. As a pioneer in this novel area of marketing, the study not only contributes to the academic understanding of the impact of social media marketing but also suggests practical tactics for industry practitioners. These strategies can be instrumental in optimizing their social media marketing efforts, thereby enhancing customer engagement and driving purchase intent.

KEYWORDS Social Media Marketing; Purchase Intent; Instagram; Plant-Based Milk Product



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INTRODUCTION

Social networking sites development from year to year has changed people's habits in shopping, communicating and doing business. These developments change the way businesses promote products and services online. Extensive variety of platforms that the Internet provides to users, has enabled virtual communications of exchanging opinions and purchasing experiences online, without in person interaction. Social media today is an opportunity for companies to increase the popularity of their e-commerce sites and platforms (Valerio et al., 2019). In addition, social media has introduced the development of new marketing strategies that focus on posting relevant information for advertisers so that they can increase sales, namely what is called Social Media Marketing (Yadav & Rahman, 2017). Social Media Marketing (SMM) is a process by which companies create, communicate, and deliver online marketing offers through social media platforms to build and maintain stakeholder relationships that increase stakeholder value by facilitating interaction, sharing information, offering purchase recommendations about trending products (Yadav & Rahman, 2018).

Currently, the internet has become a daily necessity. Based on data released by We Are Social, Indonesian internet users total in January 2023 reached over 210 million. There has been an increase in this figure as opposed to the corresponding timeframe in 2022. We Are Social stated that Indonesian internet users spend 7 hours 42 minutes a day. We Are Social shared data indicating that 167 million users, equivalent to 60.4% of individuals engaged on platforms like Facebook, Instagram, TikTok, and other similar applications.

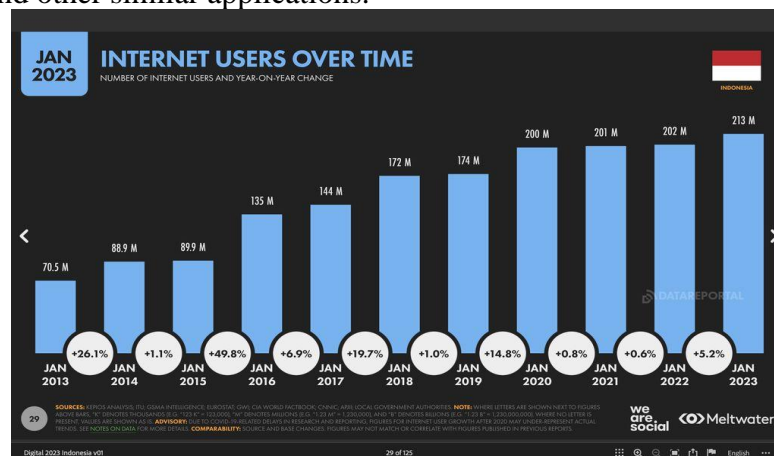


Figure 1.1 Statistics of Internet Users in Indonesia
Source: We Are Social (2023)

Social media is an Internet-based application as a platform for sharing information because its interactive features can create participatory, collaborative and knowledge-sharing activities (Kusumasondjaja, 2018; Nieves-Casasnovas & Lozada-Contreras, 2020), with a wider capacity to reach the public than traditional media such as print media, TV and radio (Bowen, 2015). Social media includes consumer review sites, content community sites, Internet forums and social networking sites, such as Facebook, LinkedIn, Blogger and Twitter (Zeng & Gerritsen,

2014). Current business developments involve spreading brand information through Social Media Marketing (SMM) activities, such as advertising on various social networking platforms (YouTube, Facebook, and Instagram), blogger support, and overseeing content to establish a robust and profitable brand knowledge in the minds of consumers (Yu & Yuan, 2019). Utilizing social media for promotional media to provide brand information can be an effective strategy in Indonesia. Referring to We Are Social data as of January 2023, majority of 83.2% of people online in Indonesia use the internet to seek for information.

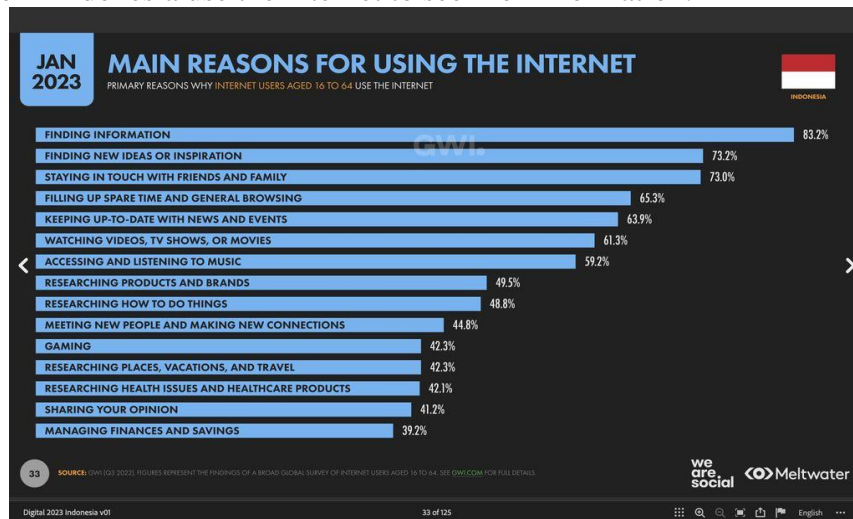


Figure 1.2 Reasons of People Using Internet in Indonesia
Source: We Are Social (2023)

We Are Social also reported that In January 2023, Indonesia had 167 million active social media users, constituting 60.4% of the nation's population. The development of social media in Indonesia has been progressing rapidly following the growth and ease of accessing information accompanied by developments in communication technology. The high number of social media users, which exceeds 50% of the population, can be concluded by knowing that the Indonesian people's need for information from social media is very high. Social media is usually used to simply show one's existence, as a medium of information, and is often also used as a platform for selling and marketing products online. One of them is Instagram. Instagram is a platform designed for sharing life's moments, enabling users to capture images in both digital photograph and video formats. Instagram can also change the appearance of photo effects, and share them on various social media services, including Instagram's own. (Instagram, n.d). Instagram was launched on October 6th 2010 by Kevin Systrom and Mike Krieger, which on its inaugural day, Instagram managed to draw in a crowd of 25 thousand users. As Instagram continues to develop, many companies from all fields are starting to realize that Instagram can be used as a medium to market and introduce their companies more widely and easily (Frölich, 2021).

As one of the media used by the general public nowadays, the posts uploaded on social media by its users are interesting to study for their impact. In other words,

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the impact in question is the effect of content resulting from uploads on Instagram social media on users who see the uploads and the strategies used by an organization or company to attract the attention of audiences on Instagram social media. This condition can also be interpreted as meaning that this effect can be used as a reference in viewing engagement between audiences and organizations or companies online. Based on data from Napoleon Cat (2023), there are 109.33 million Instagram users in Indonesia as of April 2023 (*Instagram Users in Indonesia*, 2023).

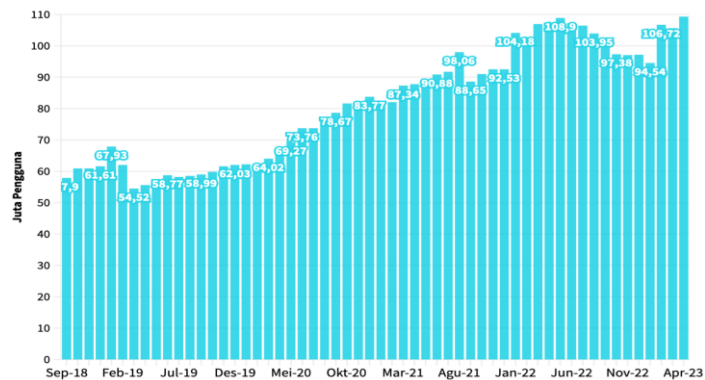


Figure 1.3 Instagram Users in Indonesia 2018-2023
Source: *We Are Social* (2023)

Outside is one of the brands that employs Instagram social media as part of their marketing strategy. Outside is the first oat milk manufacturer in Indonesia and sells oat milk products at affordable prices. This product has three flavor variants and is registered with the Rainforest Alliance (certificate of products processed and produced with the principles of protecting nature and positive partnerships with farmers). There are three flavor choices, Barista Blend (white packaging), Hazelnut (black packaging), and Chocolate (chocolate packaging).



Figure 1.4 Outside 1L Packs
Source : *Sustaination.id*

Known for its taste and quality, Outside, produced in Bandung, has brought oat milk from Indonesia to the whole world. Outside is available in various cafes, supermarkets and retail outlets in more than 15 markets in Asia since its founding in 2020, including Singapore, Japan, South Korea, China and Thailand (Wiranto, 2023). After the success of the large packaging (1L), Outside presents Mini Pack packaging which is available in minimarkets, supermarkets and retailers throughout Indonesia, so that consumers can enjoy the deliciousness of Outside anytime and anywhere (Wiranto, 2023).



Figure 1.5 Outside Mini Packs
Source : Sustaination.id

Outside has instagram account username @outside with the total more than 49.000 followers. Outside presents contents in the form of Instagram feeds, stories and reels with a total of approximately 334 posts.

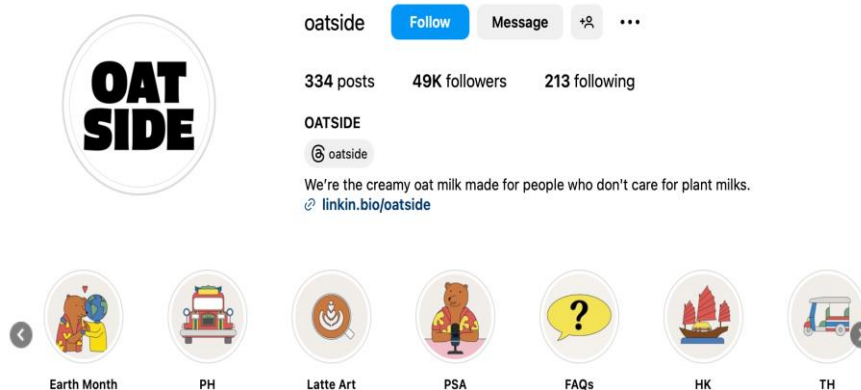


Figure 1.6 Instagram @outside
Source : Instagram

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A brand needs to consider developing Social Media Marketing (SMM) which utilizes interactive social media features such as providing information services, problem and problem solving services, sharing photos and videos, as well as interacting directly with customers through Live Chat or comment features. This interaction feature can also provide entertainment for consumers. Entertainment activities, such as games, sharing videos and photos can make consumers enjoy their experiences on social media (Cheung et al., 2020). Judging from Outside's Instagram, some of Outside's content have an interactive purpose with Outside's followers which are presented in Outside's Instagram Feeds in comment section.



Figure 1.7 Instagram Feed @outside
Source: Instagram

Brands are increasingly adopting social media as a means of facilitating communication, sales, and customer relationships. This interactive platform serves as an effective channel for disseminating information and opinions. Social media is perceived as more transparent with consumers, as it conveys the authentic identity of the brand, as opposed to attempting to manipulate its image. This type of interaction increases positive attitude towards the brand, influences stronger Purchase Intention (Aji et al., 2020). In addition, (Almohaimmed, 2019) also revealed that Purchase Intention is influenced by Social Media Marketing Activity. (Aji et al., 2020) conducted research on the effect of Social Media Marketing Activity on Purchase Intention of ready-to-drink tea product in Indonesia.

Purchase intention is the inclination to buy products from a specific brand after evaluating them. According to (Meskaran et al., 2013), consumers' intention to make purchases can be interpreted as an activity in which consumers look for references to buy products online. This can happen if consumers have positive feelings, then look for information about the product he wants to buy, then feel happy with the product, then buy the product (Rozekhi et al., 2014). Hajli (2014) sees a positive relationship between social media that has changed the lifestyle of the people worldwide with a level of consumer trust, which will influence purchase intention. Hajli (2014) found that social media is a platform that consumers can interact with, to make observations, join into online communities, and provide reviews and

recommendations. This interaction can build consumer trust and trust established through social media can influence purchase intention (Hajli, 2014).

By conducting a pre-survey of 20 respondents who are Outside buyers or consumers who also follow the @outside Instagram account, researchers found out the relationship between “Instagram” social media marketing variables and purchase intention. Based on the findings of the researcher's pre-survey of 20 respondents, it was found that consumers bought Outside products because they were interested in seeing Outside Instagram with the statement "I bought Outside product because Outside Instagram social media content." The survey findings concludes that the majority of 75% (15 people) agreed with this statement, but 25% (5 people) disagreed.

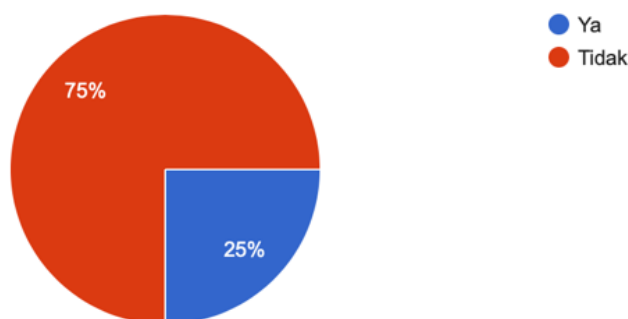


Figure 1.8 Pre-Survey Social Media Marketing Towards Purchase Intention
Source : Google Form

However, in several previous studies, SMM was found not to have a significant effect on Purchase Intention (Chan et al., 2020; Emini & Zeqiri, 2021). A research by (DÜLEK & Aydin, 2020) also showed that social media marketing does not have a direct influence on purchase intention. Based on the results of previous research, researchers found inconsistencies in research results showing the influence of social media marketing on purchase intention. Inconsistencies in previous research indicate that there is uncertainty or disagreement in the literature on the topic. Therefore, researchers want to develop further research and identify inconsistencies on this topic among consumers of plant-based milk products, namely Outside, so that they can contribute to filling the gaps in existing research results.

RESEARCH METHOD

This research employs a quantitative methodology to investigate the impact of various factors on purchasing intent. To conduct a hypothesis test, statistical calculations and analysis of quantitative data obtained are needed so that a quantitative approach is needed. Quantitative research focuses on data in the form of numbers and mathematical calculations to find conclusions from a phenomenon. In quantitative research, things to do is to determine hypotheses, conduct sampling, test hypotheses with statistical analysis, and interpret it according to calculations results

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and statistical analysis. Quantitative research is closely related to surveys or filling out questionnaires (Patel & Patel, 2019). Specifically, this study is a correlational study that aims to measure the relationship between variables (Khidhir, 2021). This study aims to determine the correlation and influence of Social Media Marketing (Entertainment, Trendiness, Interaction, Customization, and Electronic Word of Mouth) on Purchase Intention by conducting a survey through a questionnaire related to plant-based milk "Outside".

The population of interest consists of consumers of the plant-based milk brand "Outside," with purposive sampling employed to select respondents meeting specific criteria. With a calculated sample size of 130 respondents, data collection relies on both primary and secondary sources. Primary data, obtained through questionnaires, is supplemented by secondary data from academic sources. The survey method utilizes Google Forms to distribute questionnaires, employing Likert scales to measure variables. The study also incorporates a literature review to inform theoretical frameworks and data requirements.

Data analysis involves reliability and validity tests, assessing the consistency and suitability of research instruments, respectively. Additionally, assumption tests such as residual normality, heteroscedasticity, and multicollinearity are conducted prior to linear regression analysis. The regression analysis includes simultaneous tests (F-test), partial significance tests (T-test), and coefficient of determination (R^2) calculations to evaluate the overall and partial influences of independent variables on the dependent variable.

The research timeline spans from October 2023 to April 2024, encompassing literature review, data collection, analysis, thesis preparation, and examination. Limitations of the study include the restriction to Instagram as the social media platform, the surveying of Outside's Instagram followers in Indonesia, and the timeframe of the research conducted between November 2023 and January 2024.

RESULT AND DISCUSSION

General Description of Respondents' Characteristics

The respondents of this study were Instagram followers of @outside as many as 130 people with a minimum age of 17 years, a maximum of 40 years, and the average age of respondents was 21.9 years. Based on the category, the characteristics of respondents based on age, gender, and frequency of accessing Instagram in a day are presented in Table 4.1 as follows.

Table 4.1 Respondents' Characteristics

	Total of Respondents	Percentage (%)
Gender		
Male	42	32.31
Female	88	67.69
Total	130	100
Age		

17-25 Years Old	110	84.62
26-35 Years Old	19	14.62
36-45 Years Old	1	0.77
Total	130	100
Instagram Access Frequency		
< 2 hours	27	20.77
> 4 hours	46	35.38
2 - 4 hours	57	43.85
Total	130	100

Based on Table 4.1, it can be seen that the majority of respondents are female, namely as many as 88 respondents (67.69%). Meanwhile, respondents were 42 respondents (32.31%). Based on age, the majority of respondents fall into the age category of 17-25 years, namely 110 respondents (84.62%), while 19 respondents (14.62%) are classified as 26-35 years, and 1 respondent (0.77%) is classified as 36-45 years. In a day, the majority of respondents, as many as 57 people (43.85%) accessed Instagram for 2-4 hours. Meanwhile, 27 respondents (20.77%) accessed Instagram for < 2 hours and 46 respondents (35.38%) accessed Instagram for > 4 hours.

Instrument Test

The instrument test is carried out by testing the validity and reliability of the questionnaire items.

Validity Test

The validity test conducted in this study is an item validity test to determine the accuracy of questionnaire items in measuring an indicator and a validity test of the indicator accuracy factor in measuring a variable. The results of the item validity test are presented in Table 4.2 as follows.

Table 4.2 Item Validity Test Result

Variable	Indicator	Item	Correlation	Sig.
Social Media Management (X)	Content Creation	Q1	0.613	0.000
		Q2	0.642	0.000
		Q3	0.759	0.000
	Content Sharing	Q4	0.657	0.000
		Q5	0.780	0.000
		Q6	0.714	0.000
	Connecting	Q7	0.652	0.000
		Q8	0.738	0.000
		Q9	0.640	0.000
	Community Building	Q10	0.728	0.000

Variable	Indicator	Item	Correlation	Sig.
Purchase Intention (Y)		Q11	0.750	0.000
		Q12	0.786	0.000
	Transactional Interest	Q1	0.645	0.000
		Q2	0.747	0.000
		Q3	0.722	0.000
	Referential Interest	Q4	0.740	0.000
		Q5	0.584	0.000
		Q6	0.738	0.000
	Preferential Interest	Q7	0.731	0.008
		Q8	0.693	0.000
		Q9	0.737	0.000
	Explorative Interest	Q10	0.684	0.000
Q11		0.775	0.000	
Q12		0.773	0.000	

Based on the results of the item validity test, the overall Sig. of each item is $0.000 < \alpha (5\%)$ and the correlation value (r) $> r_{(0,05,128)}$ or 0.1723 so that it can be concluded that all questionnaire items are valid. Meanwhile, the results of the factor validity test are presented in Table 4.3 as follows.

Table 4.3 Factor Validity Test Results

Variable	Indicator	Correlation	Sig.
Social Media Management (X)	Content Creation	0.751	0.000
	Content Sharing	0.793	0.000
	Connecting	0.737	0.000
	Community Building	0.835	0.000
Purchase Intention (Y)	Transactional Interest	0.772	0.000
	Referential Interest	0.747	0.000
	Preferential Interest	0.808	0.000
	Explorative Interest	0.832	0.000

Based on the results of the item validity test, the overall Sig. of each indicator is $0.000 < \alpha (5\%)$ and the correlation value (r) $> r_{(0,05,128)}$ (0.1723), so that it can be concluded that all indicators are valid for use in measuring research variables.

Reliability Test

Reliability tests are used as early detection to determine the consistency of measuring instruments or questionnaire items to be used. If Cronbach's Alpha $>$

0.7, the questionnaire item is reliable to be used as a measuring instrument. In this study, the reliability test results are presented in Table 4.4 as follows.

Table 4.4 Reliability Test Results

Variable	Indicator	Item	Cronbach's Alpha (Each Item)	Cronbach's Alpha (Overall)
Social Media Management (X)	Content Creation	Q1	0.787	0.789
		Q2	0.786	
		Q3	0.760	
	Content Sharing	Q4	0.776	
		Q5	0.769	
		Q6	0.774	
	Connecting	Q7	0.778	
		Q8	0.764	
		Q9	0.800	
	Community Building	Q10	0.772	
		Q11	0.759	
		Q12	0.764	
Purchase Intention (Y)	Transactional Interest	Q1	0.806	0.806
		Q2	0.786	
		Q3	0.790	
	Referential Interest	Q4	0.799	
		Q5	0.787	
		Q6	0.804	
	Preferential Interest	Q7	0.785	
		Q8	0.790	
		Q9	0.794	
	Explorative Interest	Q10	0.796	
		Q11	0.774	
		Q12	0.786	

Based on Table 4.4, Cronbach's Alpha value for each item and overall > 0.7 . Thus, it can be concluded that the overall questionnaire items are reliable. This means that all questionnaire items can provide consistent results if re-data is taken under the same conditions.

Classical Assumption Test

Basically, classical assumption tests on regression include normality, heteroscedasticity, multicollinearity, and autocorrelation tests. However, the multicollinearity test is used only when the independent variable (X) is more than one.

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Meanwhile, the autocorrelation test is only used when the research data is in the form of time series. In this study, the data used was cross-section and only used one independent variable so the classical assumption test carried out was a normality and heteroscedasticity test.

Normality Test

A normality test is performed to determine whether the residuals from the regression model are normally distributed. The normality test was carried out using Kolmogorov-Smirnov with the following hypothesis:

H_0 : Residual is normally distributed

H_1 : Residual is not normally distributed

If the value of Sig. > 0.05, the H_0 is accepted so the conclusion is that the residual is normally distributed.

Based on the results of the normality test with Kolmogorov-Smirnov, a Sig. value of 0.185 > alpha (0.05) was obtained so that H_0 was accepted. Thus, it can be concluded that residuals are normally distributed so that the assumption of residual normality is fulfilled .

Heteroscedasticity Test

The heteroscedasticity test is performed to determine whether the error variance of each observation is different. In the regression analysis method, the assumption that must be met is that heteroscedasticity does not occur. In this case, the heteroscedasticity test was performed with the White test and obtained a value R^2 of 0.042. If the value is $nR^2 < \chi^2_{(0.05,2)}$ (5.99), then no symptoms of heteroscedasticity occur. White's test is performed with the following calculations:

$$nR^2 = 130(0,042) = 5,46$$

In the calculation above, a value nR^2 of $5.46 < 5.99$ is obtained, so it can be concluded that there is no heteroscedasticity so that the assumption is fulfilled.

Simple Linear Regression Analysis

When all classical assumptions have been met, a simple linear regression analysis can be performed. Regression analysis consists of hypothesis testing and modelling.

Hypothesis Test

The hypothesis test was conducted to determine the effect of the Social Media Marketing (X) variable on Purchase Intention (Y) with the hypothesis as illustrated in Figure 2.1. If Sig. < 0.05, it is H_0 rejected. The results of the regression hypothesis test are presented in Table 4.5 as follows

Table 4.5 Linear Regression Results

Model	Unstandardized Coefficients		t	Sig.	
	B	Std. Error			
1	(Constant)	8.835	2.361	3.742	0.000
	X	0.841	0.047	17.913	0.000

Based on Table 4.5, the Sig. value for variable X is $0.000 < \alpha (0.05)$ so H_0 was rejected. Thus, it can be concluded that Social Media Marketing has a significant effect on Purchase Intention on healthy food choices.

Regression Model

Based on Table 4.5, a simple linear regression model as in equation (4) is obtained as follows.

$$\hat{y}_i = 8,835 + 0,841x_i \quad 4)$$

Based on equation (4), it can be interpreted that every time there is an increase in consumer assessment of Social Media Marketing (X), the Purchase Intention score will increase by 0.841, and vice versa. That is, variable X has a significant and positive effect on variable Y.

A simple linear regression model in equation (4) has a coefficient of determination or R^2 0.715. That is, the regression model with the Social Media Marketing variable as the independent variable (X) was able to explain the diversity of the Purchase Intention (Y) variable by 71.5%. Meanwhile, the remaining 28.5% was influenced by other factors outside this regression model. With a coefficient of determination of 0.715, this regression model can be said to be a good and acceptable regression model.

Discussion

Based on the results of tests that have been carried out on the data obtained based on the research results, the following is a description of the research analysis based on the results of the research carried out.

Description of Respondents Regarding Intentions to Purchase Outside Products in Indonesia

Purchase intention is the tendency to buy a product based on a particular brand after having previously carried out several stages of evaluation and observation regarding a particular product or brand. Outside products are one of the beverage products from Indonesia which are currently being widely consumed by the public. This is proven by fans of outside buyers who come from various age ranges, from 17 years old to 45 years old. Purchases of outside products were mostly made by buyers aged 17 to 25 years, namely 110 buyers, who were active on Instagram social media.

Instagram social media is one of the social networking services that is in great demand by the public. Its presence has a positive influence on the quality and loyalty of a brand. Likewise with outside products. The features in the outside product Instagram are made attractive, namely through the use of an interactive Outside Instagram Feed, to get consumers' attention. Outside has become a beverage product whose quality cannot be doubted. Outside is the first oat milk producer in Indonesia and sells oat milk products at affordable prices. In order to make sales more

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effective, this product then uses Instagram as a development of its marketing activities. remembering that, Instagram can be used as social media marketing (SMM). Instagram makes it easier for people to reach information related to this product. Social media marketing has been proven to be a type of marketing that can be done to increase brand awareness using tools from the social web that can be done anywhere (Bilgin, 2018). In line with research conducted by Dulek & Aydin (2020) which states that, although it does not directly influence purchase intentions, social media marketing will increase purchase intentions indirectly because it has a positive effect on brand loyalty.

Based on the results of research conducted, people's intensity in using Instagram social media is quite frequent, namely more than 2 hours per day. The number of people who access Instagram for 2 to 4 hours is 57 people from research results obtained through questionnaires. Then 46 other people access Instagram more than 4 hours per day. while 27 other people accessed Instagram in less than 2 hours. The duration of Instagram use is used by people as entertainment, interaction, trendy and customization activities (Cheung, et al., 2020). However, what is most related to the intention to purchase outside is that consumers' use of Instagram aims as an interaction activity for those who want to know information related to outside products. Because in fact, the broad reach of social media strengthens interactions between brands and consumers (Cheung et al., 2020). This allows brands to create and facilitate two-way communication with consumers, and allows consumers to exchange ideas about brands with like-minded peers (Heggde & Shainesh, 2018).

There is an influence between Instagram Social Media Marketing on Intention to Purchase Outside Products in Indonesia

Based on the hypothesis table above, the results of this study state that there is a significant influence between social media marketing (SMM) and the intention to purchase healthy food. The Sig value. for variable X it is $0.000 < \alpha (0.05)$ so H_0 is rejected. These results reveal that the existence of Instagram as an SMM seeks to connect and establish interactions between products and consumers. Through Instagram, outside products are able to show their brand image to consumers, then attract their attention, and enable consumers to buy an outside product or brand. According to Santoso & Cahyadi (2014), interest is an individual's feelings towards a product or brand. Purchase intention refers to a consumer's willingness to purchase a particular product or service, which is based on various factors, such as product quality, price, brand reputation, personal needs, and preferences.

Basically, marketing carried out via social media aims to build communication between companies and consumers online. In other words, marketing via social media, especially Instagram, is used as a means of information that facilitates interaction between stakeholders, customers and competitors in terms of offering purchasing recommendations for a product (Yadav & Rahman, 2018). It is proven by the results of this research that SMM has a significant influence on consumer purchasing intentions. In line with the results of research conducted by Emini & Zeqiri (2021) state that marketing through social media, namely Instagram, has a

significant influence on purchase intentions. This relationship will be more effective if the product being sold or offered comes from a brand that has good quality and image.

Marketing via social media is one effort that is used across sectors and refers to the use of social media technology, channels and software to create, communicate, deliver and exchange offers that have value for organizational stakeholders (Sharma & Kumar, 2018). The way it works is proven to attract consumer attention because it is based on three general functions, namely opinion gathering, advertising and customer relations (Jacobson et al., 2020). Therefore, it is not surprising that marketing via social media is said to be a strategic effort carried out by companies to increase sales of the brands or products they create.

CONCLUSION

Based on the results of validity and reliability tests, it can be concluded that Content Creation, Content Sharing, Connecting, and Community Building are appropriate indicators used to measure Social Media Marketing variables. Meanwhile, Transactional Interest, Referential Interest, Preferential Interest, and Explorative Interest are suitable indicators to measure the variable Purchase Intention.

After data analysis using Simple Linear Regression, it can be concluded that Social Media Marketing has a significant effect (Sig. = 0.000) and is positive on healthy food Purchase Intention. If there is an increase in consumer assessment of Social Media Marketing from a food business, then the consumer's Purchase Intention score will increase by 0.841. In this study, Social Media Marketing as variable X in the regression model was able to contribute to the diversity of variable Y by 71.5%. Meanwhile, the remaining 28.5% was influenced by factors other than the model.

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