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The Influence of Social Media Marketing Through Instagram on Consumer Purchase Decisions of Lokanata Coffee the City of Tasikmalaya

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A B S T R A C T

A R T I C L E I N F O

The purpose of this study was to the influence of social media marketing through Instagram on consumer purchase decisions of Lokanata Coffee the City of Tasikmalaya. The object of this research is Lokanata Coffee which is located on Jl. AH Nasution No. 297b, Cipari, Kec. Mangkubumi, Tasikmalaya City. The objectives of this study are: (1) To find out the general description of social media marketing, (2) To find out the general description of purchasing decisions, (3) To determine the effect of social media marketing on consumer purchasing decisions of Lokanata Coffee. The method used is a quantitative method with a descriptive and verification approach. The data collection technique used a questionnaire in the form of a google form with a Likert scale. The regression coefficient value is 0.776 so that the influence of social media marketing on consumer purchasing decisions for Lokanata Coffee is positive or influential. The significance value of social media marketing is 0.00t1 <0.05 and tcount > ttabel (9.867 > 1.986) so that Ha is accepted and Ho is rejected. .

1. INTRODUCTION

Before consumers choose a product to buy, consumers will experience a thought process first in deciding to buy a product. Consumers choose a product based on the interaction between needs, attitudes, and other consumer views of a particular product or brand. Purchase decision is the behavior of a consumer in making a purchase of a particular product (Amilia, 2017). In attracting and maintaining purchasing decisions in the minds of consumers to buy products, promotional and communication media are needed that are easily accessible to consumers, one of which is by using social media as a promotional medium while being able to interact with consumers or better known as social media marketing (Arda et al., 2022). Social media marketing is one part of a marketing system that uses social media to promote an item or service by utilizing an audience connected to social media (Siagian et al., 2020). Using Instagram, the concept of purchasing decisions spread to social media. For consumers, this makes it easier to find out about products using electronic devices such as gadgets or laptops.

Lokanata Coffee is a coffee shop that serves fresh quality coffee with authentic Indonesian local coffee beans brewed by a barista with a coffee machine. Although Lokanata Coffee has promoted using social media, it is not able to attract the attention of consumers, it can be seen from the number of followers which only amounted to 1,417 followers and also the response from consumers on Instagram accounts is still minimal seen from the small number of comments from each photo uploaded by Instagram account @lokanatacoffee2. Lokanata Coffee has not innovated to increase the number of followers on its Instagram account or make Instagram users interested in opening an @lokanatacoffee2 account, so the information or messages that want to be conveyed to consumers are not effective because the information is only seen by consumers who have become followers with a number that is still low. a little. So that information can only affect a few consumers of Instagram users. The output of this study was to determine "the influence of social media marketing through instagram on consumer purchase decisions of lokanata coffee in the city of tasikmalaya".

2. METHOD

The object of this research is Lokanata Coffee which is located in Tasikmalaya City, precisely on Jl. AH Nasution No. 297b, Cipari, Kec. Mangkubumi, Tasikmalaya City. This research is a quantitative research, using descriptive analysis and verification. research tools to collect data and statistical analysis to interpret and test existing hypotheses. Information collected from respondents using a questionnaire. Thescale used is the Likert scale. In this study, the population used was followers on Lokanta Coffee's Instagram account as manyas 1,417 and Instagram users who had opened Lokanta Coffee's Instagram account. in determining the sample using the Slovin formula.

$$n = \frac{1.417}{1 + (1.417 x 0,1^2)} = 93.408$$

Based on the results of these calculations, the sample size in this study was 93 respondents.

2.1 Buying Decision

Consumer behavior is the study of how a person, group or organization chooses, buys, uses goods and services, ideas or experiences to fulfill their needs and desires (Herawati et al., 2022). In making purchasing decisions, consumers basically have gone through certain stages. Decision making is a thought consisting of input, process and output (Probosini et al., 2021). Purchase decisions refer to consumer decisions that

occur when consumers have the same willingness to buy a commodity, including what to buy, whether to buy, when to buy, where to buy and how to pay for it (Zubaidah, 2022). Decision making is a process of evaluating and choosing from various alternatives based on certain interests by identifying the option that is considered the most profitable (Meilyaningsih, 2015). Based on the definition, it can be concluded that

purchasing decisions are consumer behavior in the most appropriate and efficient way to meet their needs. According Kotler (2017) on the marketing management book describes the micro model of marketing communications and the micro model of consumer response, which can be described by purchasing decision indicators known as the AIDA model. AIDA model which stands for attention (awareness), interest, desire and action. (**see figure 1**)

Tahapan	Model AIDA[a]	Model Hierarki Pengaruh[b]	Model Inovasi-Adopsi[c]	Model Komunikasi[d]
Tahap Kognitif	Atensi/ Perhatian ↓	Kesadaran ↓ Pengetahuan	Kesadaran	Paparan ↓ Penerimaan ↓ Respons kognitif
Tahap Afektif	Minat ↓ Keinginan	Rasa suka ↓ Preferensi ↓ Keyakinan	Minat ↓ Evaluasi	Sikap ↓ Maksud
Tahap Perilaku	Tindakan	Pembelian	Percobaan ↓ Adopsi	Perilaku

Figure 1. AIDA Models

2.2 Social Media Marketing

Marketing is a societal process by which individuals and groups obtain what they need and what through creating, offering, and freely exchanging products and services of media marketing is the process of encouraging individuals to promote their websites, products or services through

online social channels and find items that meet certain criteria (Santoso et al., 2017). Social media is a medium that consumers use to share text, image, sound and video information with other people and companies (Batee, 2019). From this statement it can be concluded that social media marketing is a form of direct or indirect marketing that aims to build awareness, remember and make decisions

to use brands, businesses, products, services or other entities that are carried out using the internet, through social media marketing. Social media marketing according to Singh (2010) has the following indicators: Online Communities, interaction, Sharing of Content, Accessibility and credibility.

One of the marketing strategies implemented in maintaining and increasing consumers in the company is the use of social media marketing. Social media marketing is a form of marketing using social media in promoting a product or service by utilizing the audiences who participate in social media (Siagian et al., 2020). If a social media marketing has been carried out optimally, the company can maintain and improve purchasing decisions for its consumers. So from the description, the
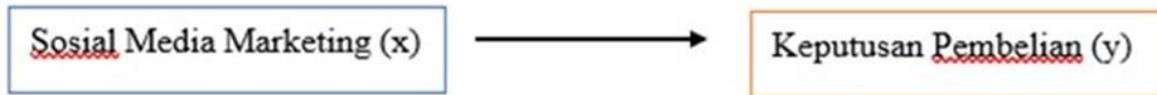

Figure 2.2 Variable Relationship

3. RESULTS AND DISCUSSION
3.1 Respondents Overview

The general description of respondents based on the results of data collection obtained through questionnaires given to Instagram social media users who open or follow the @lokanatacoffee2 Instagram account and have purchased Lokanata Coffee products, each user's characteristics can be known. This is certainly expected to improve consumer purchasing decisions for Lokanata Coffee through social media marketing Instagram. The characteristicsor identities of these respondents are based on age and duration of daily use of Instagram.

From table 1 it can be concluded that the results of the descriptive data above indicate that the more dominant respondents are aged 20 to 23 years, followed by 15 to 19 years, 24 to 27 years and >27 years. The age range of 20 to 23 years shows that the majority of respondents are millennials.

From table 3.2, it can be concluded that the descriptive results of the data above show that the use of Instagram social media every day by respondents shows that the duration of use is 1-3 hours more dominant, followed by the duration of use <1 hour and >3 hours. This shows that the majority of respondents are active users of Instagram social media

Table 3.1 Respondent Age Range

Age Range	Respondents	Percentage
12-19 years old	17	19%
20-23 years old	58	62%
24-27 years old	15	16%
>27 years old	3	3%
Total	93	100%

Source: Primary data is processed (2022)

Table 3.2 Respondent's Instagram Usage Duration

Usage Duration	Respondents	Percentage
<1 hour	31	33%
1-3 hours	52	56%
>3 hours	10	11%
Total	93	100%

Source: Primary data is processed (2022)

Tabel 3.3 Description of Statistical Data

No			Quality Service	Satisfaction Customer
No	N	Valid	93	93
		Missing	0	0
1	Mean		74,15	74,55
2	Median		75	75
3	Mode		76	76
4	td. Deviation		5,98	6,46
5	Range		37	43
6	Minimum		56	52
7	Maximum		93	95

4. CONCLUSION

Based on the results of research and discussion, some conclusions can be drawn as follows:

1. An overview of the concept of social media marketing through Instagram, respondents considered that social media marketing was in a good category with a social media marketing score of 78.05%. With the highest score of 79.35% on the Interaction index and the lowest score of 76.70% on the Sharing of Content index.

2. An overview of the concept of purchasing decisions, categorized as good with a score of 77.87%. With the highest score of 79.27% on the Interest index and the lowest score of 76.18% on the Awareness index. This shows that interest, if the consumer's interest in the product provided is large, then the impulse to purchase decisions to buy the product will be higher.

3. There is a positive influence between social media marketing and purchasing decisions. This is known by conducting a t-test which states that there is a positive relationship or significant influence between social media marketing (X) on purchasing decisions (Y) on Lokanata Coffee consumers. This can be seen from the significance value of Social Media Marketing (X) which is $0.001 < 0.05$ and the value of tcount > ttable (9.867 > 1.986). It means that the social media marketing significance value is $0.001 < 0.05$, so Ha is accepted and Ho is rejected. So the hypothesis which reads that there is a significant influence between the Social Media Marketing variable (X) and thePurchase Decision variable (Y) is partially accepted (Positive).

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