THE INFLUENCE OF SOCIAL MEDIA INSTAGRAM ON PURCHASING INTEREST IN SWEETS ATELIER

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ABSTRACT

Social media such as Instagram can influence consumer buying interest, including the Custom Cakes and Cookies business carried out online by Sweets Atelier. This research aims to assess how much influence Instagram social media has on purchasing interest at Sweets Atelier. This research uses a quantitative method and the sample in this research was 93 respondents using the Purpose Sampling technique which was taken randomly. The research results showed that respondents agreed that Instagram social media with a value of 3.33 was very good during the Covid-19 pandemic, whereas the results of buying interest with a value of 3.27 stated that buying interest at Sweets Atelier was very high during the Covid-19 pandemic. The regression test results of 1.466 + 0.545The correlation test results show that there is a moderate (quite strong) relationship between Instagram social media and purchase interest at Sweets Atelier with a value of 0.501.

KEYWORDS:- Instagram Social Media;Purchase Interest;Online Culinary Business.

1. INTRODUCTION

The development of internet technology, marketing activities have begun to spread online, which is known as online marketing. Online marketing is the fastest growing form of direct marketing. Current technological advances have created the digital age. Widespread use of the Internet and other powerful new technologies is having a dramatic impact on buyers and the markets they serve. Online business is one of the business activities that can still survive and exist, even develop, serving consumers who have gone through adjustments to service interaction models using online application platforms. The online shopping trend is increasing accompanied by the use of a variety of application options offered by marketplace platform vendors and shopping sites. Sophisticated technology and the existence of social media help business people market their wares. According to Teten, "Stay at Home Economy" will become an economic trend in the future (Putu, et al, 2020).

People's interest in shopping online has become greater than buying directly in stores. This is because apart from being easier and simpler, shopping online also provides many choices and provides a sense of security, because consumers don't need to leave the house to buy what they want. This condition is an opportunity for online business people, one of which is the online culinary business. The culinary business is a promising option, because everyone needs food. And currently culinary businesses are becoming more and more concerned with aspects such as appearance and food innovation that are increasingly attractive and simple. The proliferation of culinary businesses with various types of food means that people are increasingly pampered, which causes their desire to shop to become higher.

Marketing communications is a company's way of directly or indirectly informing, inviting and increasing consumers about its products or brands (Augustinah, 2019).Marketing communications is a way for companies to interact with internal parties (employees) and external parties (consumers, government, competitors, etc.) in order to increase sales and maintain the company's image. One of the promotional mixes used by companies is social media. Social media is one of the online marketing media options that provide many conveniences in marketing activities. One of the social media that is most popular with Indonesian people is the social media Instagram. Instagram APAC Brand Development Lead Paul Webster revealed that since the launch of Instagram in 2010, this application has had more than 400 million active users from all over the world. Indonesia is one of the countries with the largest number of Instagram users with 89% of users aged between 18-24 years accessing the Instagram application at least once a week (Prihatiningsih, 2017).Social media is a medium on the internet that allows users to present themselves and interact, collaborate, share, communicate with other users to form virtual social bonds (Nasrullah, 2016).

Sweets Atelier is an online business in the field of Custom Cakes and Cookies. With the increasing popularity of online businesses, social media has become one of the options that business actors can choose to introduce their business and business products. One social media that can be utilized by business people is Instagram social media. Using Instagram social media can help increase Sweets Atelier's sales and income and can help maintain business continuity amidst the increasing number of online businesses. Purchase interest is the result of a learning process and thought process which ultimately results in a perception. When consumers have an interest in purchasing a product/service, this creates a motivation that continues to be recorded in the consumer's mind and becomes an impactful activity. Until finally the desire arises to fulfill needs and actualize what is in his mind (Tondang, 2018).Consumer buying interest shows how much someone wants to try the product being sold. In attracting consumers' buying interest, generally business people will introduce their products to attract buyers' interest in the products offered, one of which is by using Instagram social media for the business account they are involved in.

2. RESEARCH METHOD

This research uses a quantitative descriptive method, in this research it does not make comparisons of variables with other samples, but only looks for the influence of variable x on variable y. The research analysis unit is individual followers of the Sweets Atelier Instagram account. The research location or location used as the research location is Sweets Atelier's Instagram social media. The populations in this study were 93 followers of the Sweets Atelier Instagram account. Purpose

Sampling Method. According to Syahrum and Salim (2012), the selection of a group of subjects in purposive sampling is based on certain characteristics which are considered to be closely related to previously known characteristics of the population.

3. RESULT AND DISCUSSION

Table1. Gender of Respondents

	Frequency	Percentage
Male	22	23.7%
Female	78	76.3%
Total	**93**	**100%**

Source: Primary Data Processing with SPSS Version 25 (2020).

As many as 76.3% of the Sweets Atelier account followers who were respondents were women, and the remaining 23.7% were men. It can be concluded that the number of female respondents was 76.3% more than the number of male respondents in this study.

Table 2. Age of Respondents

	Frequency	Percentage
>42years	7	7.5%
18-25years	52	55.9%
26-33years	32	34.4%
34-41years	2	2.2%
Total	**93**	**100%**

Source: Primary Data Processing with SPSS Version 25 (2020).

It is known that of the 93 respondents, 55.9% of respondents were between 18 and 25 years old, 34.4% of respondents were between 26 and 33 years old, 2.2% of respondents were between 34 and 41 years old, and 7.5% of respondents were more than 42 years old. Based on this data, it can be seen that the largest percentage of followers of the Sweets Atelier Instagram social media account is between the ages of 18 and 25, amounting to 34.4%.This proves that there are more followers of the Sweets Atelier Instagram social media account from young people. However, it can also be seen that the percentage of followers of the Sweets Atelier Instagram account as respondents to this research has varied percentages, this shows that apart from young people, followers of the Sweets Atelier Instagram account also come from various age groups.
Characteristics of Respondents Based on Occupation.

Table 3. Occuption of Respondents

	Frequency	Percentage
Housewife	4	4.3%
Employees/PNS	33	35.5%
Others	10	10.8%
Students	32	34.4%
Businessman	14	15.1%

	Frequency	Percentage
Total	**93**	**100%**

Source: Primary Data Processing with SPSS Version 25 (2020).

It is known that of the 93 respondents, 34.4% of respondents have jobs as students, 35.5% of respondents have jobs as employees/PNS, 15.1% of respondents have jobs as entrepreneurs, 4.3% of respondents have jobs as housewives, and 10.8% of respondents have other jobs that are not included in the jobs previously mentioned. Based on the existing percentages, the percentage of followers of the Sweets Atelier Instagram account are employees/civil servants at 35.5% and also students at 34.4%.However, apart from employees and students, there are also followers of the Sweets Atelier Instagram account from other work groups.

Characteristics of Respondents Based on Monthly Income

Table 4. Monthly Income of Respondents

	Frequency	Percentage
<1.000.000 IDR	14	15.1%
>7.000.000 IDR	23	24.7%
1.000.000 IDR-3.999.999 IDR	30	32.3%
4.000.000 IDR-7.000.000 IDR	26	28.0%
Total	**93**	**100.0%**

Source: Primary Data Processing with SPSS Version 25 (2020).

It is known that of the 93% of respondents, 15.1% of respondents have a monthly income of under IDR 1,000,000, 32.3% of respondents have a monthly income of between IDR 1,000,000 to IDR 3,999,999, 28% of respondents have a monthly income of between IDR 4,000,000, up to IDR 7,000,000, and 2.7% of respondents had a monthly income of more than IDR 7,000,000.From the existing percentages, it can be seen that the largest percentage of followers of the Sweets Atelier Instagram account have a monthly income of between IDR 1,000,000 to IDR 3,999,999, amounting to 32.3%.This proves that Sweets Atelier is still in a price bracket that is quite affordable for various income groups, both followers who have incomes below IDR 1,000,00 and consumers who have incomes above IDR 7,000,000;they can buy products that suit their financial condition.

Table 5.Validity Test Results

Quisioner		**r-count**	**r-table**
ContentCreation			
X1	Pictures or photos uploaded on Instagram Sweets Atelier is a product marketed by Sweets Atelier	0.473	0.172
X2	Pictures or photos uploaded on Instagram Sweets Atelier regarding the products being marketed are very interesting	0.619	0.172
X3	Image or photo from Consumer reviews of marketed products uploaded by Sweets Atelier via Instagram stories caught my attention.	0.540	0.172

Quisioner		r-count	r-table
X4	Sweets Atelier always upload pictures or videos about the manufacturing process and materials used on Sweets Atelier Instagram stories.	0.694	0.172
X5	information regarding product details marketed through images or photos uploaded by Sweets Atelier on Instagram stories are short, concise and clear.	0.601	0.172
X6	Information regarding Sweets Atelier's collaboration with other brands for the products they market caught my attention.	0.611	0.172
X7	Instagram Sweets Atelier uploads highlight stories according to the product categories being marketed, making it easier for me to find information.	0.542	0.172
Connecting			
X8	I follow the account Instagram Sweets Atelier to get information about Custom Cake and Cookie products.	0.527	0.172
X9	I follow the account Instagram Sweets Atelier because they are interested in Custom Cake and Cookie products.	0.464	0.172
Community Building			
X10	sweets Instagram account Atelier always responds to every response in the comments column.	0.411	0.172
X11	Sweets Instagram account Atelier always provides information on ongoing discounts.	0.536	0.172
X12	Sweets Atelier is on interact via the question column in Instagram stories.	0.492	0.172
Attention			
Y1	With an account Sweets Atelier's Instagram caught my attention to find out about the Custom Cake and Cookie products marketed by Sweets Atelier.	0.458	0.172
Y2	Pictures or photos uploaded on Instagram Sweets Atelier caught my attention.	0.582	0.172
Y3	Caption written on Sweets Atelier's Instagram post caught my attention.	0.593	0.172
Y4	Product information from Sweets Atelier uploaded on Instagram caught my attention.	0.653	0.172
Y5	Sweets Instagram account Atelier always uploads results Custom Cakes and Cookies products that caught my attention.	0.688	0.172
Interest			
Y6	I became interested buy products from Sweets Atelier when you see uploaded images or photos from the Sweets Atelier Instagram account.	0.639	0.172
Y7	I became interested buy products from Sweets Atelier when reading the caption on the upload on the Sweets Atelier Instagram account.	0.633	0.172
Y8	I became interested buy when you get information about the products being marketed from the Sweets Atelier Instagram account.	0.604	0.172

Quisioner		r-count	r-table
Y9	I became interested bought Custom Cakes and Cookies products from Sweets Atelier after seeing her Instagram account.	0.694	0.172
Desire			
Y10	I'm interested in buying Custom Cakes and Cookies products from Sweets Atelier after seeing product images or photos on the Sweets Atelier Instagram account.	0.708	0.172
Y11	I'm interested in buying Custom Cakes and Cookies products from Sweets Atelier after getting product information on Sweets Atelier's Instagram.	0.627	0.172

Source: Primary Data Processing with SPSS Version 25, 2020.

It can be concluded that all 12 questionnaire statements representing variable X, namely Instagram Social Media, are valid. Then followed by 15 valid questionnaire statements representing variable Y, namely Purchase Interest. Where the basis used is to calculate r Table using the formula $df = N - 2$, with the result $df = 91$. The Pearson R Critical Value for $df = 91$ is 0.172 as shown in Figure 5.

Table 6.Reliability Statistics

Cronbach's Alpha	No of items
.875	23

Source: Primary Data Processing with SPSS Version 25, 2020.

The 23 questionnaire statements representing the research variable This shows that the 23 statements representing variable Y in this research are reliable.

Table 7. Correlation Coefficient

Instagram	Pearson Correlation	1	.501**
	Sig.(2-tailed)		.000
	N	93	93
MinatBeli	Pearson Correlation	.501**	1
	Sig.(2-tailed)	.000	
	N	93	93

Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processing with SPSS Version 25, 2020.

It can be seen that the Pearson correlation coefficient for the social media variable Instagram and purchase interest is 0.501, this figure is included in the correlation coefficient interpretation range of 0.4 – 0.6 with a medium interpretation. Based on this data, it can be concluded that Instagram social media has a quite significant role in consumer buying interest at Sweets Atelier.

Table 8. Coefficient of Determination

Model	R Square	Adjusted R Square	Std. Error of The Estimate
.501[a]	.251	.243	.459

Source: Primary Data Processing with SPSS Version 25, 2020.

It can be concluded that R square is 0.251.This means that the independent variable (X), namely Instagram social media, influences the dependent variable (Y), which is 25.1%, and the remaining 74.9% (100%-25.1% = 74.9%) is influenced by other factors not examined in this research.

Table 9. Simple Linear Regression

Model	Unstandardized Coefficients Beta		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.466	.336		4.364	.459
Instagram	.545	.099	.501	5.521	.000

Source: Primary Data Processing with SPSS Version 25, 2020.

From the results of the calculation in the form of the equation above, it is known that the constant 1,466 value of 1 variable Buy (Y) at Sweets Atelier.

4. CONCLUSIONS AND RECOMMENDATIONS

The use of Instagram social media by Sweets Atelier is very good, this is proven because it has an average value of 3.34, which if seen from the Descriptive Analysis Class Division table is in the interval $3.25 \leq x \leq 4.00$, which means that the use of Instagram social media is carried out by Sweets Atelier is excellent. Buying interest at Sweets Atelier is very high, this is proven because it has an average value of 3.27 which, if seen from the Descriptive Analysis Class Division table, is in the interval $3.25 \leq x \leq 4.00$, which means it is very high.

The influence of Instagram social media on purchase interest is 25.1% and the remaining 74.9% (100%-25.1%) is influenced by other factors not examined in this research In the Instagram social media sub variable, the lowest value is the Community Building sub variable with an average value of 3.25 which is included in the very good category. It is hoped that this can be improved further, namely by Sweets Atelier establishing more active and interactive communication with followers of its Instagram account, and also being more responsive in replying to comments in the comments column of its Instagram account. In the buying interest sub variable, the lowest value is in the Attention sub variable with an average value of 3.27 which is included in the very high category. It is hoped that Sweets Atelier will be able to provide more interesting and varied content for followers of its Instagram account to further increase consumer interest in the products being marketed.

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