

*Article*

## **Building Purchase Interest Through Instagram Content: Analysis Of @Mrocoffee Account**

Wibawa Prasetya<sup>1\*</sup>, Yovi Bathesta<sup>2</sup>, Hicksan Zahar<sup>1</sup> & Alfionia Harwinda<sup>2</sup>

<sup>1</sup>Department of Industrial Engineering, Atma Jaya Catholic University of Indonesia,  
15345 Jakarta, Indonesia

<sup>2</sup>Faculty of Communication, LSPR Institute of Communication & Business,  
10220 Jakarta, Indonesia

\*Corresponding Author: [wibawa.prasetya@atmajaya.ac.id](mailto:wibawa.prasetya@atmajaya.ac.id)

Received: 01 June 2024

Accepted: 01 August 2024

**Abstract:** With the increasing use of social media, businesses will leverage platforms such as Instagram to showcase their products to attract potential customers. It is important for businesses to understand how to create content on these platforms to influence consumer behavior. Although social media is widely used for marketing purposes, the specific impact of content on purchasing interest and decision-making remains relatively underexplored, especially in the context of business Instagram accounts like @Mrocoffee. This study aims to explore the relationship between content posted on the Instagram account @Mrocoffee and purchasing interest and decision-making among its followers/customers. The research methodology used is a quantitative survey with subjects being followers/customers aged 17 who are customers and followers of Instagram @Mrocoffee. Sampling was conducted using purposive sampling from an unknown population size. A sample size of 68 was determined using the Lemeshow formula. The quantitative survey will measure variables related to Instagram content @Mrocoffee, purchasing interest, and decision-making. Data processing will use Smart PLS. The results indicate that visual appeal, storytelling, and interaction with followers through interactive content significantly influence purchasing interest and decision-making @Mrocoffee. Additionally, update frequency and message consistency also play a crucial role in maintaining customer interest and loyalty. Practical Recommendations: @Mrocoffee can leverage user-generated content and collaborate with influencers to enhance brand visibility and credibility. Academic Recommendations: Further research is needed to delve deeper into the aspects of content strategy on Instagram and its impact on consumer behavior across various industries.

**Keywords:** Social media; purchasing interest; decision-making; @Mrocoffee; Smart PLS

### **Introduction**

In the current digital era, social media greatly influences human life (Saputra et al., 2021; Susilo et al., 2021) and has become one of the most influential marketing tools. According to Michelle and Susilo (2021), people usually spend 3 to 4 hours per day on social media. Therefore, social media can be said to be very effective for those who have businesses. Social media serves as a means for users to place themselves in the desired framework. Through social media, people can quickly build relationships, gain insights, shape, express, and display their identities (Amrullah et al., 2024). One of the social media platforms is Instagram. People have a preference for seeking information through social media Instagram compared to other media (Prasetyo et al., 2021). Here, business owners can create engaging content to stimulate purchase decisions. Instagram, as one of the most popular social media platforms, offers various opportunities to promote products and build relationships with customers. Instagram is a social media platform used to communicate

easily and effectively for those conveying messages in visual form (Sharudin et al., 2020). One Instagram account that is active in utilizing this platform is @Mrocoffee, which is the official account of Mrocoffee, a famous coffee brand.

Although many companies use Instagram as a marketing tool, there is still a need to understand more deeply how the content posted on the account affects consumer purchase interest. It is important to identify the most effective types of content in attracting consumer attention and encouraging them to purchase the products or services offered. This research is important because it will provide valuable insights for companies, especially @Mrocoffee, in developing more effective marketing strategies on the Instagram platform. By understanding how Instagram content influences purchase interest, and how purchase interest affects purchase decisions, companies can optimize the use of this platform to achieve their marketing goals.

Several previous studies have explored the relationship between social media content and consumer behavior. However, research specifically focusing on analyzing Instagram accounts to build purchase interest and decisions, especially in the context of the coffee business, is still limited. Many studies on the influence of social media on consumer behavior, such as Putra and Darma (2020) on the Process of Decision Making Purchase Online on Instagram Social Media, Augustinus and Agnes (2020) on the impact of adopting marketing through Instagram on fashion product purchase decisions, on the impact of marketing through social media on Instagram on the intention to purchase ready-to-drink tea products, Al-Nasser and Mahomed (2020) on the effect of social media influencers on consumer purchase intentions, but in this study Instagram is only used as an evaluation tool. However, the novelty in this research is more specific, namely in the context of the Instagram account @Mrocoffee.

The objectives of this research are: To determine the influence of the content on the Instagram account @Mrocoffee on consumer purchase interest, to determine the influence of purchase interest on consumer purchase decisions regarding mrocoffee, to determine the influence of the content on the Instagram account @mrocoffee on consumer purchase decisions, to develop strategies to build purchase interest and decisions through the Instagram account @Mrocoffee.

## Literature Review

### 1. Integrated Marketing Communication

Integrated Marketing Communication is a strategic approach that integrates various marketing communication elements so that the conveyed message becomes more consistent, effective, and efficient. It involves coordination among various marketing communication tools such as advertising, sales promotion, public relations, direct marketing, and digital communication. According to Smith and Zook in Hasri et al. (2017), Integrated Marketing Communication (IMC) has ten ways to market products, including advertising, sales promotion, direct marketing, public relations, sponsorship, exhibitions, packaging, merchandising, selling & sales management, social media & websites. The research results by Kushwaha et al. (2020) suggest that social media and digital media are more effective than traditional IMC tools. According to Hakim et al. (2022), a business on Instagram can carry out marketing and promotion activities, such as posting photos of food and beverages through the Instagram social media platform.

### 2. Instagram Social Media as a Means for Marketing

Instagram is an application designed specifically for smartphones that enables users to take photos, edit, and share mobile photos. Launched in October 2010 by Kevin Systrom and Mike Krieger, it was later acquired by Mark Zuckerberg (Facebook) in 2012. According to Weinberg (2009), social media marketing is a process that empowers individuals and companies to promote their websites, products, or services through online channels and to communicate and engage with much larger communities that may not be available through conventional advertising channels.

Weber (2009) argues that social media marketing is not only aimed at large multinational companies. Small and medium-sized enterprises can also effectively utilize social media marketing and take full advantage of it. According to Priansa (2017), the benefits of social media include providing marketers with the opportunity to interact more closely with consumers. Social media offers a more individual, personal,

and two-way form of communication. Through social media, marketers can understand consumer habits and engage in personal interactions while building deeper connections. According to Chris Heuer in Solis (2010), there are 4 indicators to measure the influence of social media as a marketing method, commonly known as the 4Cs, namely:

- i. Context: It's about how we shape a story or message (information) such as the form of the message itself, the use of language, and the content of the message.
- ii. Communication: It's about sharing stories or messages (information) as well as we listen, respond, and grow in various ways that make users feel comfortable and the message is delivered well.
- iii. Collaboration: It's about working together to make everything better, through cooperation between an account or company and its users on social media to make good things more effective and efficient.
- iv. Connection: It's about maintaining established relationships. This can be done through something continuous so that users feel closer to the company using social media.

The research results by Aulia and Barkah (2024), Christano et al. (2024), provide information that social media marketing influences purchase intention, where the better the implementation of social media marketing, the higher the level of purchase intention. According to Diventy et al. (2020) state that social media marketing has an influence on purchase decisions.

### 3. Purchase Interest

Purchase Interest is the desire or interest of an individual to buy or use a product or service. This includes the level of inclination or desire of an individual to make a purchase based on factors such as preferences, needs, or previous experiences. In the context of marketing, understanding consumer purchase interest becomes important because it can help companies design more effective marketing strategies to attract and retain customers.

There are 6 indicators of purchase interest explained in the components of the micro model of consumer responses (Kotler & Keller, 2009) namely:

- i. Awareness, here consumers are not aware of their needs, so the communicator's task is to create those needs.
- ii. Knowledge, some consumers have a need for a product but do not have sufficient knowledge about it, so the communicator must convey information about the product.
- iii. Liking, After consumers have needs and information, the next stage is whether consumers like the product. If consumers have a liking, there may be a desire to purchase.
- iv. Preference, After developing a liking for the product, consumers need to know how it compares to other products. This includes packaging, quality, value, performance, and others.
- v. Conviction, consumers have liked the product but are not yet sure about making a purchase. At this stage, the communicator's task is to convince consumers and build their interest in purchasing.
- vi. Intention to Purchase, The final stage is purchasing. Some target consumers are already convinced and interested but may not necessarily end up making a purchase. Therefore, the communicator's task is to guide consumers towards making a purchase. Examples include providing discounts, trial services, exchanging damaged goods, warranties, and others.

According to Komalasari et al. (2021), perceived benefits, trust, and brand image of a product have a positive impact on purchase intention. Meanwhile, purchase intention has a positive impact on e-commerce customers' purchase decisions. Diventy et al. (2020) state that social media marketing influences purchase decisions through purchase intention. Hafizi and Ali (2021) assert that purchase interest influences consumer purchase decisions, potential clients with high purchase interest tend to have high purchase decisions.

### 4. Purchase Decision

Purchase decision is a mental process in which an individual or organization chooses to buy a product or service after going through stages of consideration, evaluation, and comparison between various available options. Purchase decisions are influenced by various factors such as needs, preferences, price, product quality, brand, previous experiences, as well as external factors such as promotions and recommendations from others.

According to Setiadi (2008), consumers make decisions through an adjustment process that combines knowledge to evaluate more than one alternative behavior and choose only one of them. Meanwhile, according to Kotler and Keller (2011), the decisions made by consumers to make purchases are inseparable from the role of the consumers themselves, going through several stages such as recognizing the problem faced until the occurrence of the purchase transaction. To measure the stages of purchase decision, the AISAS model (Sugiyama & Andree, 2011) is used as follows:

- i. Attention: The goal in this phase is to increase consumer attention to a product. A product must be introduced to its target market. With the advent of the internet era, product introduction can be done through various relatively easy ways, such as via email, mailing lists, and online media.
- ii. Interest: It is the process when potential consumers start to become interested in our product. This interest can occur due to appropriate communication for consumers. In the internet era, this interest can also arise when consumers feel interested in the information displayed on the online media they use.
- iii. Search: It is a process where consumers will try to find as much information as possible through searchengines before making a decision. Reviews about products can be easily found on the internet through various forms, such as through Twitter, Facebook, Instagram, YouTube, and blogs.
- iv. Action: It is the action where consumers make a purchase. This is where the actual experience can be created, where consumers have felt the product or service. In this part, direct interaction occurs between consumers and sellers. The goal of this phase is to provide an opportunity for consumers to make a purchase of the product.
- v. Share: It is the result obtained after consumers have experienced all their interactions with the product or brand, they will share their experiences with others through online media. The goal of this phase is to encourage consumers to send quality information about the products they consume.

### 5. Research Framework

Based on the existing literature review, a research framework can be constructed as shown in Figure 1.

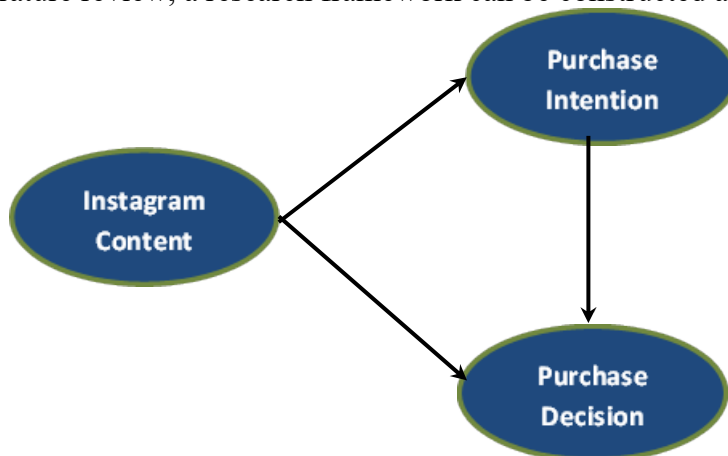


Figure 1. Research framework hypothesis

Based on the research framework, the research hypotheses can be formulated as follows: H1: There is a positive and significant influence of Instagram Content on Purchase Intention. H2: There is a positive and significant influence of Instagram Content on Purchase Decision. H3: There is a positive and significant influence of Purchase Intention on Purchase Decision.

### Methodology

This research begins with formulating the problem background, research questions, and objectives, as well as conducting a literature review on the influence of social media on consumer purchase interest and decisions. Subsequently, a research design with a quantitative approach is determined, and hypotheses are formulated based on the literature review. A questionnaire is designed as the research instrument to measure

the influence of Instagram content on purchase interest, the influence of purchase interest on purchase decisions, and the influence of Instagram content on purchase decisions. The questionnaire is distributed to mrocoffee consumers, and the collected data is processed using Smart PLS software. The data analysis results are then interpreted and compared with previous studies. The research concludes with summarizing the main findings, providing strategic recommendations to enhance consumer purchase interest and decisions.

The research design is a quantitative method. Data collection was conducted using a questionnaire that has been tested for validity and reliability using SPSS version 25. The population of research subjects is the followers of the Instagram account @Mrocoffee (totaling 60,100 followers, accessed on November 17, 2022). Sampling was done using purposive sampling technique, with the condition that respondents are at least 17 years old and are followers of the Instagram account @Mrocoffee; therefore, the population with these criteria is unknown. To determine the sample size when the population size is unknown, the Lemenshow formula is used as follows:

$$n = \frac{Z^2(1-P)}{d^2}$$

n = sample size

Z = confidence level 90% = 1.64

P = Proportion of consumers, ideally 0.5 d = sampling error = 10%

Based on the Lemenshow formula, the number of samples that must be taken is:

$$n = \frac{1,64^2 \cdot 0,5(0,5)}{0,10^2} = 67,24 \text{ and rounded up to } 68.$$

### 1. Data Processing Techniques

Data processing in this research uses Smart Partial Least Square (Smart-PLS) Software. This is one of the approaches in the SEM statistical method based on Variance Based Structural Equation Modeling (VB-SEM) (Syahrir et al., 2020) Smart-PLS itself is a multivariate statistical analysis that can be performed without a minimum data requirement, with just 30-100 data points, and the required data does not need to be normally distributed. Smart-PLS can be used to explain whether there is or isn't an influence between latent variables and analyze constructs processed through reflective and formative indicators (Irwan & Adam, 2015). Data processing in Smart PLS includes:

*Convergent Validity* Convergent validity test consists of:

- i. Loading Factor: The loading factor is the correlation between the indicator and its latent construct. According to Ghozali (2021), the loading factor is considered valid if it is above 0.6.
- ii. Average Variance Extracted (AVE): AVE is the sum of the average values of variance or discriminants that have been summed with each item in dividing the measurement by others. According to Ghozali (2021) the Average Variance Extracted (AVE) value should be greater than 0.5.

*Discriminant Validity*

- i. Fornell Locker Criterion: The correlation value between variables with themselves should be greater than the correlation value between variables with other variables (Ghozali, 2021).
- ii. Cross Loading: Cross Loading is the correlation of constructs with indicators higher than other constructs, indicating that latent constructs predict their size better than other blocks (Ghozali & Latan, 2015).
- iii. Reliability Test Reliability test is conducted to prove the accuracy, consistency, and precision of the instrument in measuring constructs. To be considered reliable, both the composite reliability and Cronbach's alpha values must be above 0.70 (Ghozali, 2021).

*Structural Model Evaluation*

The Structural Model Evaluation is used to analyze existing values as follows:

- i. R-Square The R-square value can be used to explain the influence of certain exogenous latent variables on endogenous variables with substantive influence. R-square values of 0.75, 0.50, 0.25 can be concluded as strong, moderate, and weak models (Ghozali, 2021).
- ii. Path Coefficients Path coefficients are used to determine whether the relationship between variables is positive or negative. If positive, then the value between variables is greater than 0, otherwise if less than 0 then the relationship between variables is negative (Ghozali & Latan, 2015).
- iii. T-Statistic (Bootstrapping) T-statistic values through bootstrapping are used to test the significance of the relationship between variables. The relationship is considered significant if it is greater than 1.96 (Ghozali & Latan, 2015).
- iv. Predictive Relevance Predictive Relevance is a value that measures the goodness or badness of observations in this study. If the Q<sup>2</sup> value is greater than 0, then the conducted observations have good value (Ghozali, 2021).
- v. Model Fit Model fit is conducted to determine the feasibility of the research model created. NFI values close to 1 or 100% will make the model more feasible (Ghozali & Latan, 2015).

2. Operational Variables

As a basis for questionnaire construction, operational variables for Instagram Social Media Content (X), can be seen in table 1

Table 1. Operationalization of variable X (Instagram Content)

| Variable          | Dimension     | Indicator   | Scale  |
|-------------------|---------------|---|--------|
| Instagram Content | Context       | 1. Attractive product information<br>2. Completeness of product information<br>3. Easily understandable product information | Likert |
|                   | Communication | 1. Easily understandable message content<br>2. Useful message<br>3. content<br>4. Message content is responsive             |        |
|                   | Collaboration | 1. Positive perception of the product<br>2. Providing references to customers   |        |
|                   | Connection    | 1. Good relationship between customers and the company<br>2. The built relationship provides comforts                       |        |

Source: Solis (2010)

Instagram social media content involves the creation and distribution of relevant content (context), the ability to convey messages clearly and attractively (communication), the involvement of collaboration with others (collaboration), and the building and strengthening of relationships with the audience (connection). As a basis for questionnaire construction, operational variables for Purchase Intention (Y1), can be seen in table 2:

Table 2. Operationalization of variable Y1 (Purchase Intention)

| Variable                 | Dimension             | Indicator                        | Scale  |
|--------------------------|-----------------------|----------------------------------|--------|
| <b>PurchaseIntention</b> | Awareness             | 1.Awareness<br>2.Conveyed values | Likert |
|                          | Knowledge             | 1.Knowledge<br>2.Understanding   |        |
|                          | Liking                | 1.Interest<br>2.Preference       |        |
|                          | Preference            | 1.Place<br>2.Price               |        |
|                          | Conviction            | 1.Repurchase<br>2.Desire         |        |
|                          | Intention to Purchase | 1.Wish                           |        |

Source: Kotler & Keller in Syahbani and Widodo (2017)

Purchase intention is the tendency of consumers to buy a product, influenced by awareness of the product's existence, understanding of the product, positive feelings towards the product, preference for choosing the product over others, belief in the product's superiority, and the intention to make a purchase. As a basis for questionnaire construction, operational variables for Purchase Decision (Y2), can be seen in table 3:

Table 3. Operationalization of variable Y2 (Purchase Decision)

| Variable                | Dimension          | Indicator  | Scale  |
|-------------------------|--------------------|--|--------|
| <b>PurchaseDecision</b> | Attention          | 1. Emergence of awareness About the company<br>2. Emergence of awareness about the product | Likert |
|                         | Interest Searching | 1. Emergence of interest   |        |
|                         | Searching          | 1. Desire to gather information  |        |
|                         | Action             | 1. Making action to fulfill the desire for the product                                     |        |
|                         | Sharing            | 1. Sharing experiences with others   |        |

Source: Sugiyama and Andre (2011)

Purchase decision is the process by which consumers decide to buy a product, influenced by attention to the product, interest in the product, searching for information about the product, the act of purchasing, and sharing experiences or reviews after the purchase.

## Finding

### 1. Overview of Research Subject

Mr. O Coffee was established in December 2015 with the aim of creating coffee of the best quality for the community. The name Mr. O Coffee itself is taken from the name Oky, who is the Founder. Initially, Mr. O Coffee was managed by Muhammad Ryan Oky (Founder) and Muhammad Fauzan (CO-Founder), then around April 2016, Gunando Alpha Dinorado (Admin) was recruited to jointly manage Mr. O Coffee. Before Mr. O Coffee was established, Oky and Fauzan had already studied about coffee and conducted research by visiting coffee plantations and attending several coffee seminars, by joining the Indonesian Coffee Exporters Association (AEKI) to expand the market abroad. By increasing cooperation with many parties, the coffee

produced by Mr. O Coffee, local coffee quality, is not inferior to international coffee.

## 2. Pre-Test Questionnaire

In this study, a questionnaire was used for data collection. Before the questionnaire was distributed to the target respondents, a pre-test was conducted first. The pre-test was carried out by distributing the questionnaire to 30 online respondents who were followers of Instagram @Mrocoffee. Then, it was processed using SPSS version 24. If the correlation coefficient (r) value between the statement items and the total score is greater than the table correlation coefficient (r) value (0.374), then the questionnaire items are considered valid (Ghozali, 2021). From the validity test results, all questionnaire items for the Instagram content, purchase intention, and purchase decision variables were declared valid.

Then, the reliability test was continued using SPSS version 24. If the Cronbach's Alpha value is  $\geq 0.6$ , then the questionnaire is considered reliable (Siregar, 2017).

The reliability test results show that the Cronbach's Alpha value for the Instagram content variable = 0.947, purchase intention = 0.967, purchase decision = 0.955, meaning that the questionnaire can be considered reliable and can be used for data collection. After the questionnaire was declared valid and reliable, it was then distributed to the target respondents using Google Forms to 68 respondents. The results of the data processing can be seen in the following explanation.

## 3. Respondent Characteristics

Respondent characteristics can be seen in the following table:

Tabel 4. Respondent Characteristic mohon dibaiki ejaan table

|            |                 | Amount | Percen |
|------------|-----------------|--------|--------|
| Gender     | Male            | 50     | 74%    |
|            | Female          | 18     | 26%    |
| Age        | 17 - 20 year    | 6      | 10%    |
|            | 21 – 25 year    | 37     | 61%    |
|            | 26 – 30 year    | 16     | 26%    |
|            | 30+ year        | 2      | 3%     |
| Occupation | Privat employee | 33     | 49%    |
|            | Civil servant   | 3      | 4%     |
|            | Student         | 17     | 25%    |
|            | Entrepreneur    | 4      | 6%     |
|            | Others          | 11     | 16%    |

Source: Primary Data (2023)

From table 4, it can be seen that the majority of Mr. O Coffee visitors are male, aged 21-25 years old, and employed as private employees.

## 4. The Results of Data Processing Using Smart-PLS 3.0

### *Convergen Validity*

Here is the output of the data processing using Smart PLS.



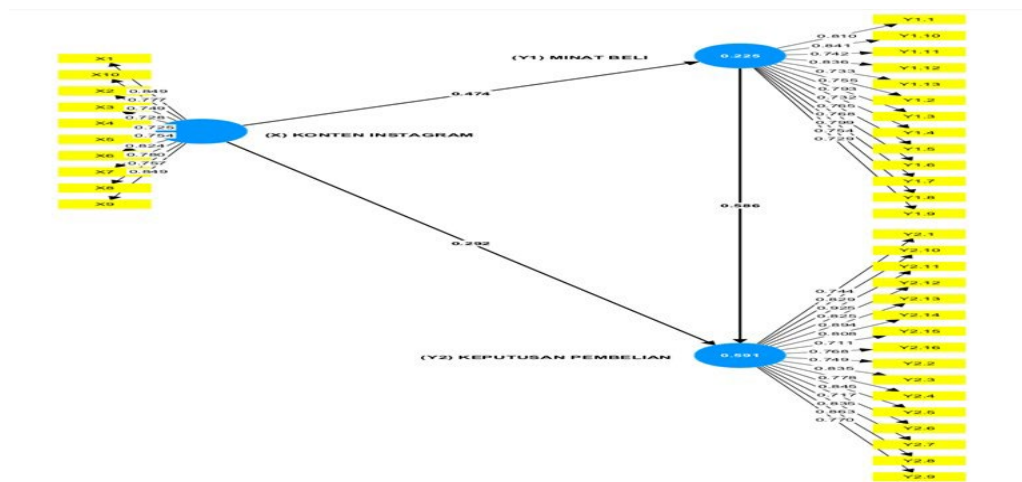


Figure 1. Outer Model (output Smart PLS 3.0)

i. Loading Factor

Based on Figure 1, the Loading factor values for each indicator of Instagram Content, Purchase Intention, and Purchase Decision variables can be seen in the following table:

Table 5. Loading Factor Value

| Variable           | Indicator | Outer Loading |
|--------------------|-----------|---------------|
| Instagram Content  | X1        | 0.849         |
|                    | X2        | 0.749         |
|                    | X3        | 0.728         |
|                    | X4        | 0.725         |
|                    | X5        | 0.754         |
|                    | X6        | 0.824         |
|                    | X7        | 0.780         |
|                    | X8        | 0.757         |
|                    | X9        | 0.849         |
|                    | X10       | 0.777         |
| Purchase Intention | Y1.1      | 0.810         |
|                    | Y1.2      | 0.755         |
|                    | Y1.3      | 0.793         |
|                    | Y1.4      | 0.732         |
|                    | Y1.5      | 0.765         |
|                    | Y1.6      | 0.768         |
|                    | Y1.7      | 0.799         |
|                    | Y1.8      | 0.754         |
|                    | Y1.9      | 0.729         |
|                    | Y1.10     | 0.841         |
|                    | Y1.11     | 0.742         |
|                    | Y1.12     | 0.836         |
|                    | Y1.13     | 0.733         |
| Purchase           | Y2.1      | 0.744         |
|                    | Y2.2      | 0.749         |
|                    | Y2.3      | 0.835         |
|                    | Y2.4      | 0.778         |

|       |       |
|-------|-------|
| Y2.5  | 0.845 |
| Y2.6  | 0.717 |
| Y2.7  | 0.835 |
| Y2.8  | 0.863 |
| Y2.9  | 0.770 |
| Y2.10 | 0.829 |
| Y2.11 | 0.925 |
| Y2.12 | 0.825 |
| Y2.13 | 0.894 |
| Y2.14 | 0.808 |
| Y2.15 | 0.711 |
| Y2.16 | 0.768 |

Source : Primary Data, out put Smart-PLS 3.0. (2023)

The indicators are considered valid in terms of convergence if they have outer loading values greater than 0.6 (Ghozali, 2021).

ii. Average Variance Extracted (AVE)

Here are the AVE values resulting from the data processing using Smart PLS 3.0.

Table 5. AVE Values

| Name of Variable   | AVE Values |
|--------------------|------------|
| Instagram Content  | 0.609      |
| Purchase Intention | 0.600      |
| Purchase Decision  | 0.653      |

Source : Primary Data, output Smart PLS 3.0 (2023)

*Discriminant Validity*

The following are the results of the discriminant validity test, which consist of:

i. Fornell Larcher Criterion (HTMI)

The following table presents the results of the Fornell-Larcker Criterion test conducted on the variables of Instagram content, purchase intention, and purchase decision.

Table 6. Fornell Larcher Criterion

| Variable                | X1 ( Instagram Content) | Y1 (Purchase Intention | Y2 (Purchase Decision) |
|-------------------------|-------------------------|------------------------|------------------------|
| X1 (Instagram Content)  | <b>0.780</b>            |                        |                        |
| Y1 (Purchase intention) | 0.474                   | <b>0.775</b>           |                        |
| Y2 (Purchase Decision)  | 0.570                   | 0.724                  | 0.808                  |

Source: Primary Data, output Smart PLS 3.0 (2023)

Based on the data in Table 6, it can be seen that the correlation value between the Instagram content variable and Instagram content is greater than the correlation value between Instagram content and other variables (purchase intention and purchase decision). Similarly, the correlation value between purchase intention and purchase intention is greater than the correlation value between purchase intention and other variables.

## ii. Cross Loading

Here are the results of the cross-loading values, where the correlation value between the indicators and the variable itself should be greater compared to the correlation value between the indicators and other variables.

Table 7. Cross Loading Values

|       | X (Instagram Content) | Y1(Purchase Intention) | Y2 (Purchase Decision) |
|-------|-----------------------|------------------------|------------------------|
| X1    | 0.849                 | 0.484                  | 0.560                  |
| X2    | 0.749                 | 0.215                  | 0.295                  |
| X3    | 0.728                 | 0.327                  | 0.390                  |
| X4    | 0.725                 | 0.470                  | 0.462                  |
| X5    | 0.754                 | 0.264                  | 0.371                  |
| X6    | 0.824                 | 0.323                  | 0.419                  |
| X7    | 0.780                 | 0.340                  | 0.383                  |
| X8    | 0.757                 | 0.375                  | 0.342                  |
| X9    | 0.849                 | 0.426                  | 0.571                  |
| X10   | 0.777                 | 0.347                  | 0.509                  |
| Y1.1  | 0.339                 | 0.810                  | 0.526                  |
| Y1.2  | 0.341                 | 0.755                  | 0.504                  |
| Y1.3  | 0.374                 | 0.793                  | 0.602                  |
| Y1.4  | 0.276                 | 0.732                  | 0.527                  |
| Y1.5  | 0.312                 | 0.765                  | 0.621                  |
| Y1.6  | 0.337                 | 0.768                  | 0.476                  |
| Y1.7  | 0.403                 | 0.799                  | 0.524                  |
| Y1.8  | 0.337                 | 0.754                  | 0.573                  |
| Y1.9  | 0.364                 | 0.729                  | 0.583                  |
| Y1.10 | 0.388                 | 0.841                  | 0.623                  |
| Y1.11 | 0.411                 | 0.742                  | 0.480                  |
| Y1.12 | 0.510                 | 0.836                  | 0.665                  |
| Y1.13 | 0.348                 | 0.733                  | 0.548                  |
| Y2.1  | 0.521                 | 0.481                  | 0.744                  |
| Y2.2  | 0.351                 | 0.453                  | 0.749                  |
| Y2.3  | 0.388                 | 0.529                  | 0.835                  |
| Y2.4  | 0.327                 | 0.545                  | 0.778                  |
| Y2.5  | 0.503                 | 0.673                  | 0.845                  |
| Y2.6  | 0.455                 | 0.476                  | 0.717                  |
| Y2.7  | 0.515                 | 0.652                  | 0.835                  |
| Y2.8  | 0.470                 | 0.602                  | 0.863                  |
| Y2.9  | 0.421                 | 0.597                  | 0.770                  |
| Y2.10 | 0.408                 | 0.550                  | 0.829                  |
| Y2.11 | 0.524                 | 0.694                  | 0.925                  |
| Y2.12 | 0.564                 | 0.668                  | 0.825                  |
| Y2.13 | 0.552                 | 0.699                  | 0.894                  |
| Y2.14 | 0.507                 | 0.632                  | 0.808                  |
| Y2.15 | 0.351                 | 0.449                  | 0.711                  |
| Y2.16 | 0.413                 | 0.544                  | 0.768                  |

Source: Primary Data, output Smart PLS 3.0 (2023)

From table 7, it can be seen that the correlation value between the indicators and their respective variables is higher than the correlation between the indicators and other variables, thus all statement items can be considered valid.

### Reliability Test

For the reliability test, it consists of Cronbach's Alpha and Composite Reliability. The results are:

iii. Cronhbach’s Alpha

To determine the reliability of the data in this study, the Cronbach's Alpha value must be greater than 0.7 (Ghozali, 2021). Table 8 shows Cronbach's Alpha values. 0,7 (Ghozali, 2021).

Table 8. Cronhbach’s Alpha

| Variable                | Cronbach’s Alpha | Rule of Thumb |
|-------------------------|------------------|---------------|
| X (Instagram Content)   | 0.928            | 0,7           |
| Y1 (Purchase Intention) | 0.944            | 0,7           |
| Y2 (Purchase Decision)  | 0.964            | 0,7           |

Source: Primary Data, output Smart PLS 3.0 (2023)

The result shows that Cronhbach’s Alpha score is > 0, 7, so it can be concluded that the questions for instagram content, purchase intention and purchase decision are reliable.

iv. Composite Reliability

The results of the composite reliability test should be greater than 0.7 for each variable: Instagram content, purchase intention, and purchase decision. The results of the Composite Reliability test can be seen in Table 9.

Table 9. Composite Reliability

| Variable                | Composite Realibility | Rule of Thumb |
|-------------------------|-----------------------|---------------|
| X (Instagram Content)   | 0,939                 | 0,7           |
| Y1 (Purchase Intention) | 0,951                 | 0,7           |
| Y2(Purchase Dicism)     | 0,968                 | 0,7           |

Source: Primary Data, output Smart PLS 3.0 (2023)

The calculated Composite Reliability values for the Instagram content, purchase intention, and purchasedecision variables are greater than 0.7, indicating that all three variables are reliable.

*Evaluation Structural Model*

Untuk evaluasi model struktural terdiri dari beberapa uji antara lain:

i. R-Square

The result of the R-Square test can be seen in table 10 below :

Table 10. R-Square

| Construct               | R-Square | Percentage |
|-------------------------|----------|------------|
| Y1(Purchase Intention)  | 0,225    | 22%        |
| Y2 (Decision Intention) | 0,591    | 59%        |

Source : Primary Data, Output Smart PLS (2023)

Based on Table 10, it can be interpreted that the influence of @Mrocoffee's Instagram content on purchase intention is 22%, while the rest is influenced by other factors.

Meanwhile, the combined influence of @Mrocoffee's Instagram content and purchase intention on purchase decisions is 59%, while the rest is influenced by other factors.

ii. Path Coefficient

Result of path coefficient calculation on purchase intention and purchase decision variables

Table 11. Path Coefficient

| Variable               | Y2 (Purchase Decision) | Y1 (Purchase Intention) |
|------------------------|------------------------|-------------------------|
| X (Instagram Content)  | 0,292                  | 0,475                   |
| Y1(Purchase Intention) | 0,586                  |                         |

Source: Primary Data, Output Smart PLS (2023)

From table 11, all path coefficient scores range from 0 to 1. It can be said that the relationship between each variable is positive, meaning that the better the quality of @Mrocoffee's Instagram content, the higher the purchase intention and purchase decision of consumers.

iii. T-Statistic (Bootstrapping)

Below are the results of the T-Statistic or bootstrapping test to determine the significance of the relationship between each variable. If the score of the T-Statistic is greater than 1.96, then the relationship between the variables is significant (Ghozali & Latan, 2015). The results of the T-Statistic test can be seen in table 12.

Table 12. The results of the T-Statistic test

| The relationship between variables               | T-Statistic |
|--|-------------|
| (X) Instagram Content -> (Y1) Purchase Intention | 3,110       |
| X) Instagram Content -> (Y2) Purchase Decision   | 1,923       |
| (Y1) Purchase intention -> (Y2)Purchase Decision | 3,879       |

Source : Primary Data, output Smart PLS 3.0

Based on Table 12, the relationship between Instagram content and purchase intention has a T-Statistic of 3.110 > 1.96, indicating that Instagram content significantly influences purchase intention. The relationship between Instagram content and purchase decisions has a T-Statistic of 1.923 < 1.96, indicating that @Mrocoffee's Instagram content does not directly influence purchase decisions. The relationship between purchase intention and purchase decisions has a T-Statistic of 3.879 > 1.96, meaning that purchase intention significantly influences purchase decisions.

iv. Predictive Relevance

In the table below are the values of predictive relevance:

Table 13. Predictive Relevance

| Variable                | Q <sup>2</sup> (=1-SSE/SSO) |
|-------------------------|-----------------------------|
| (Y1) Purchase Intention | 0,133                       |
| (Y2) Purchase Intention | 0,349                       |

Source: Primary Data, output Smart PLS 3.0

In the table above, the Q<sup>2</sup> score is 0.133 for variable Y1 (purchase intention) and 0.349 for variable Y2(purchase decision). Both Q2 scores for the variables are greater than 0, indicating that the observations in this study are good or the research model can be considered fit.

v. Fit Model

After conducting the model fit test, to determine the adequacy of a research that has been made, the NFI (Normed Fit Index) value should approach 1 or 100% (Ghozali, 2021). Here are the results of the model fit in the table:

Table 14. Uji Model Fit

|            | Saturated Model | Estimated Model |
|------------|-----------------|-----------------|
| SRMR       | 0,074           | 0,074           |
| d_ ULS     | 4,329           | 4,329           |
| d_ G       | 3,778           | 3,778           |
| Chi-Square | 1000,361        | 1000,361        |
| NFI        | 0,654           | 0,654           |

Source: Primary Data, output Smart PLS 3.0

Through the table, the (Normed Fit Index) NFI value in this research is 0.654, which when converted into apercentage is 65.4%. This means that the research is deemed suitable to be conducted

## Discussion

The Instagram content of @Mrocoffee can contribute 22% to purchase intention, while the remaining 78% is influenced by other factors. Instagram content that effectively conveys product information will capture the audience's attention, helping to enhance brand image, which in turn triggers purchase intention (Komalasari et al., 2021). Other factors that can increase purchase intention include price, product quality, and recommendations from others. Instagram content from @mrocoffee and purchase intention together contribute 59% to purchase decisions because engaging and relevant Instagram content enhances brand awareness and builds purchase intention, while strong purchase intention drives the final purchase decision (Divity et al., 2020). Positive experiences with content and purchase interest reinforce consumers' decisions to buy a product.

Based on the research results, the relationship between @mrocoffee's Instagram content and purchase interest has a path coefficient value of 0.475. This indicates that engaging information from social media marketing positively influences purchase interest in the product (Aulia & Barkah, 2024). Therefore, the relatable narrative of @Mrocoffee's Instagram content ultimately increases consumer purchase interest. The path coefficient value of the relationship between purchase interest and purchase decision is 0.586, meaning that when consumers' purchase interest increases, their decision to buy the product also tends to increase significantly (Hafizi & Ali, 2021). Purchase interest reflects consumers' attraction to a product. When the interest in purchasing a product is high, consumers are more motivated to take action, namely making a purchase decision. Therefore, strong purchase interest often leads to a positive purchase decision.

The path coefficient value of the relationship between @mrocoffee's Instagram content and purchase decision is 0.292, indicating a positive relationship. This means that engaging content can build trust and encourage consumers to take action by purchasing the product. Therefore, it can be said that social media and digital media are more effective means for marketing products compared to traditional marketing methods (Kushwaha et al., 2020). The path coefficient value between @mrocoffee's Instagram content and purchase interest is 0.475, and the path coefficient value between purchase interest and purchase decision is 0.586. However, the path coefficient value between @mrocoffee's Instagram content and purchase decision is 0.292. This indicates that the influence of @mrocoffee's Instagram content on purchase decision through purchase interest is greater than the direct influence of @mrocoffee's Instagram content on purchase decision. Therefore, purchase interest can be considered a moderating variable (Divity et al., 2020).

The calculation results of the T-statistic value for the relationship between @mrocoffee's Instagram content and purchase interest is 3.11, which is greater than the T-table value (1.96). This indicates that Instagram content has a significant influence on purchase interest, as the engaging visuals and positive testimonials about mrocoffee can increase trust in the product, leading to consumer purchase interest (Christano et al., 2024).

The T-statistic value for the relationship between purchase interest and purchase decision is 3.879, which is greater than the T-table value (1.96). This indicates that purchase interest has a significant influence on purchase decision, as when purchase interest is high, consumers are more motivated to take the next step, which is buying the product (Hafizi & Ali, 2021). In business, people prefer to convey information through social media, particularly Instagram, rather than other media (Prasetyo et al., 2021). However, research

findings show that the content on @mrocoffee's Instagram does not have a direct impact on purchase decisions. This is indicated by a T-statistic value of  $1.923 < 1.96$ , which suggests that Instagram content does not significantly influence purchase decisions. This result can be understood as @mrocoffee's Instagram content is designed to attract attention and generate consumer interest first. The interest generated may then encourage consumers to consider and ultimately decide to purchase the product (Diventy et al., 2020).

## Conclusion

From the research and data analysis, it can be concluded that Instagram content from Mr. O Coffee significantly influences consumer purchase interest, but does not directly affect purchase decisions. Conversely, purchase interest has been shown to significantly impact purchase decisions. To enhance both purchase interest and purchase decisions, it is recommended to implement strategies such as creating high-quality content, building emotional connections with the audience, offering special promotions and discounts, and collaborating with influencers, among other strategies. The implications of this study suggest that Mr. O Coffee should focus on marketing strategies that can enhance consumer purchase interest, as purchase interest has been shown to be a crucial factor guiding consumers toward purchase decisions. Although engaging Instagram content can increase purchase interest, further efforts are needed to ensure that this interest translates into actual purchase decisions. Additionally, this study indicates that merely influencing consumer purchase interest is not sufficient; additional strategies are required to ensure that the interest converts into tangible actions, such as making a purchase decision.

**Acknowledgement:** Thank you to the customers and followers of the Instagram account @mrocoffee who kindly filled out the questionnaire for this research.

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