

Building Purchase Interest through Instagram Content: Analysis of @mrocoffee Account

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ABSTRACT

With the increasing use of social media, businesses will leverage platforms such as Instagram to showcase their offerings and attract potential customers. Understanding how content on such platforms influences consumer behavior makes it imperative for businesses to adapt in crafting effective marketing strategies. Despite the widespread use of social media for marketing purposes, the specific impact of content on purchasing interest and decision-making remains relatively underexplored, particularly in the context of Instagram accounts for businesses like @mrocoffee. This study aims to explore the relationship between content posted on the Instagram account @mrocoffee and purchasing interest as well as decision-making among its followers/customers. The research methodology employs quantitative surveys among followers/customers. Qualitative analysis will focus on identifying recurring themes, types of content, and engagement metrics, while the quantitative survey will measure purchasing interest and decision-making factors. Data processing using Smart PLS Initial findings suggest that visual appeal, storytelling, and interaction with followers through interactive content significantly influence purchasing interest and decision-making at Mr. O Coffee. Additionally, update frequency and message consistency also play a crucial role in sustaining customer interest and loyalty.

Practical Recommendations: Based on the research findings, practical recommendations include optimizing content strategies on Instagram by focusing on visually appealing and interactive posts, integrating storytelling elements, and maintaining regular interaction with followers. Furthermore, leveraging user-generated content and collaborating with influencers can further enhance brand visibility and credibility.

Academic Recommendations: From an academic perspective, further research is needed to delve deeper into the nuanced aspects of content strategy on Instagram and its impact on consumer behavior across various industries.

Overall, this study provides an understanding of the importance of content strategy on social media platforms like Instagram and its implications for businesses aiming to enhance purchasing interest and decision-making among their audiences/customers.

Keywords: social media, purchasing interest, decision-making, @mrocoffee, Smart PLS

1. 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 & 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. One of the social media platforms is Instagram. 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. One Instagram account that is active in utilizing this platform is @mrocoffee, which is the official account of Mr. O Coffee, 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.

The main objective of this research is to analyze the influence of content posted on the Instagram account @mrocoffee on consumer purchase interest and decisions. This research aims to understand the most effective types of content in building purchase interest and identifying strategies that can be used to increase consumer engagement and convert interest into purchases.

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 & Darma (2020) on the Process of Decision Making Purchase Online on Instagram Social Media, Augustinus & Agnes (2020) on the impact of adopting marketing through Instagram on fashion product purchase decisions, Aji et al (2020) on the impact of marketing through social media on Instagram on the intention to purchase ready-to-drink tea products, Al-Naser & 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, Ananda & Wisudawai (2022) on the influence of social media marketing on purchase intentions at Dahlia Beauty Salon. However, the novelty in this research is more specific, namely in the context of the Instagram account @mrocoffee.

Based on this background, the research problem formulation of this research is how the content posted on the Instagram account @mrocoffee influences consumer purchase interest and decisions, and how strategies can be developed to build stronger purchase interest through that platform.

LITERATURE REVIEW

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 (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.

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 ¹¹strom and Mike Krieger, it was later acquired by Mark Zuckerberg (Facebook) in 2012. According to ^{ETS} 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 ^{ETS} 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 marketi⁷ng method, commonly known as the 4Cs, namely:

1. 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. ⁷
2. 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.
3. 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.
4. 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 ⁵ results by Aulia and Barkah (2024), Christano et al (2023), 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 Febriansyah et al (2024), marketing th¹⁸rough social media will affect purchase intention and purchase decisions. Diventy et al (2020) state that social media marketing has an influence on purchase decisions.

Pu⁵chase 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 mark⁶eting 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:

1. Awareness, here consumers are not aware of their needs, so the communicator's task is to create those needs.
2. Knowledge, Some consumers have a need for a product but do not have sufficient knowledge about it, so the comm¹³unicator must convey information about the product.
3. 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.
4. Preference, After developing a liking for the product, consumers ¹³ need to know how it compares to other products. This includes packaging, quality, value, performance, and others.

5. 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.
6. 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. AL Hafisi and Ali (2021) assert that purchase interest influences consumer purchase decisions, potential clients with high purchase interest tend to have high purchase decisions.

Keputusan Pembelian

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 (2010), 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 and Andre, 2011) is used as follows:

1. 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.
2. 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.
3. Search: It is a process where consumers will try to find as much information as possible through search engines 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.
4. 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.
5. 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.

Research Framework

Based on the existing literature review, a research framework can be constructed as

shown in Figure 1.

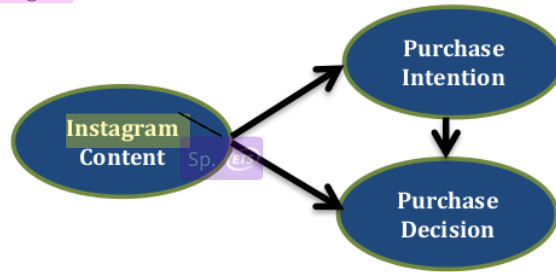


Figure 1. Research Framework

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

Research Methodology

The research method used is 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:

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

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:

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

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:

1. Convergent Validity Convergent validity test consists of:
 - 1.1. 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.

1.2. 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.

2. Discriminant Validity

Discriminant validity test consists of:

2.1. Fornell Locker Criterion

The correlation value between variables with themselves should be greater than the correlation value between variables with other variables (Ghozali, 2021).

2.2. 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).

3. 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).

4. Structural Model Evaluation

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

4.1. 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).

4.2. 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).

4.3. 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).

4.4. Predictive Relevance Predictive Relevance is a value that measures the goodness or badness of observations in this study. If the Q2 value is greater than 0, then the conducted observations have good value (Ghozali, 2021).

4.5. 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).

Operational Variables

As a basis for questionnaire construction, operational variables for Instagram Social Media Content (X), Purchase Interest (Y1), and Purchase Decision (Y2) can be seen in the following table:

Table 1. Operationalization of Variable X (Instagram Content)

Variable	Dimension	Indicator	Scale
Instagram Content	Context	1. Attractive product information 2. Completeness of product information 3. Easily understandable product information	

<i>Communication</i>	<ol style="list-style-type: none"> 1. Easily understandable message content 2. Useful message content 3. Message content is responsive 	Likert
<i>Collaboration</i>	<ol style="list-style-type: none"> 1. Positive perception of the product 2. Providing references to customers 	Sp. (ETS)
<i>Connection</i>	<ol style="list-style-type: none"> 1. Good relationship between customers and the company 2. The built relationship provides comfort 	Sp. (ETS)

Source : Chris Heuer (in Solis, 2010)

Tabel 2. Operationalization of Variable Y1 (Purchase Intention)

Variable	Dimension	Indicator	Scale
Purchase Intention	<i>Awareness</i>	<ol style="list-style-type: none"> 1. Awareness 2. Conveyed values 	Likert
	<i>Knowledge</i>	<ol style="list-style-type: none"> 1. Knowledge 2. Understanding 	
	<i>Liking</i>	<ol style="list-style-type: none"> 1. Interest 2. Preference 	
	<i>Preference</i>	<ol style="list-style-type: none"> 1. Place 2. Price 	
	<i>Conviction</i>	<ol style="list-style-type: none"> 1. repurchase 2. Desire 	
	<i>Intention to Purchase</i>	<ol style="list-style-type: none"> 1. Wish 	

Source : Kotler, P & Keller, K, L (in Syahbani dan Widodo, 2017)

Tabel 3. Operationalization of Variable Y2 (Purchase Decision)

Variable	Dimension	Indicator	Scale
Purchase Decision	<i>Attention</i>	<ol style="list-style-type: none"> 1. Emergence of awareness about the company 2. Emergence of awareness about the product 	Likert
	<i>Interest</i>	<ol style="list-style-type: none"> 1. Emergence of interest 	
	<i>Searching</i>	<ol style="list-style-type: none"> 1. Desire to gather information 	
	<i>Action</i>	<ol style="list-style-type: none"> 1. Taking action to fulfill the desire for the product 	
	<i>Sharing</i>	<ol style="list-style-type: none"> 1. Sharing experiences with others 	

Source : Sugiyama and Andre (2011)

RESULTS AND DISCUSSION

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.

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, 2018). 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 ≥ 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.

Respondent Characteristics

Respondent characteristics can be seen in the following table:

Tabel 4. Respondent Characteristic

		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%

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.

The Results of Data Processing Using Smart-PLS 3.0

Convergen Validity

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

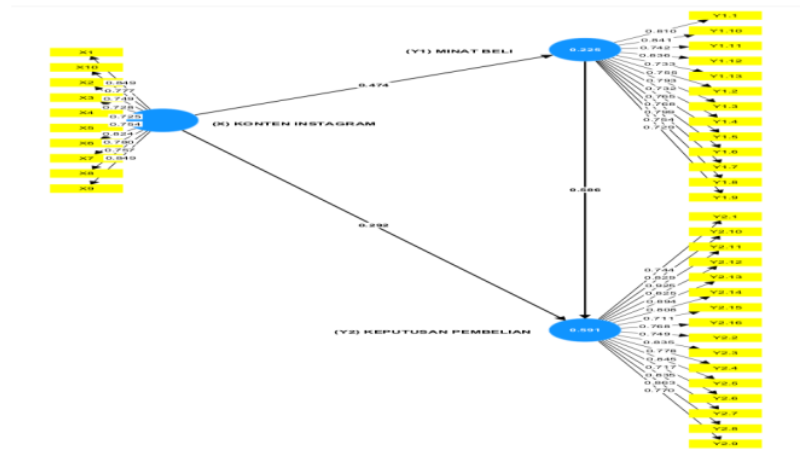


Figure 1. Outer Model

a. 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
Purchasce	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	

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

- 17
b. Average Variance Extracted (AVE) 17
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

Discriminant Validity

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

- a. Fornell Larcker Criterion (H¹⁹)
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 Larcker Criterion

Variable	X1 (Instagram Content)	Y1 (Purchase intention)	Y2 (Purchase Decision)
X1 (Instagram Content)	0.780		
Y1 (Purchase intention)	0.474	0.775	
Y2 (Purchase Decision)	0.570	0.724	0.808

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.

b. 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

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.

Uji Reliability

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

a. 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 the Cronbach's Alpha values. 0,7 (Ghozali, 2021).

Table 8. Cronbach'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

hasil perhitungan nilai Cronbach's Alpha > 0,7, maka dapat dikatakan bahwa kuisioner konten instagram, minat beli dan keputusan pembelian reliabel.

b. 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 Reliability	Rule of Thumb
X (Instagram Content)	0,939	0,7
Y1 (Purchase Intention)	0,951	0,7
Y2 (Purchase Decision)	0,968	0,7

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

Evaluation Structural Model

Untuk evaluasi model structural terdiri dari beberapa uji antara lain :

a. R-Square

The results of the R-Square test can be seen in Table 10 below:

Table 10. R-Square

construct	R-Square	Persentase
Y1 (Purchase Intention)	0,225	22%
Y2 (Decision Intention)	0,591	59%

From Table 10, it can be interpreted that the influence of Mr. O Coffee's Instagram content on purchase intention is 22%, while the rest is due to other factors. This is because consistency in presenting quality and engaging content builds emotional connection with the audience and provides relevant information and inspiration in the context of coffee drinks.

Meanwhile, the influence of Mr. O Coffee's Instagram content and purchase intention on purchase decisions is 59%, while the rest is due to other factors. This is because Mr. O Coffee's Instagram content influences purchase intention by 22% by building brand awareness and emotional connection, while purchase intention for Mr. O Coffee's coffee influences purchase decisions by 37% through satisfying customer experiences. Together, they collectively influence purchase decisions by 59% due to the combination of strong brand influence and consumer experience.

b. Path Coefficient

Hasil perhitungan koefisien jalur pada variabel minat beli dan keputusan beli

Table 11. Path Coefficient

Variable	Y2 (Keputusan Pembelian)	Y1 (Minat Beli)
X (Instagram Content)	0,292	0,475
Y1(Purchase lain Gereja))	0,586	

Based on 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 Mr. O Coffee's Instagram content, the higher the purchase intention and purchase decision of consumers.

c. 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, 2021). 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

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. This means that Mr. O Coffee's Instagram content is able to strongly influence people to be interested in and inclined to purchase its products. It demonstrates that the content strategy on this platform is effective in capturing attention and building consumer interest in Mr. O Coffee's coffee products.

Mr. O Coffee's Instagram content has a significant impact on purchase intention because it presents interesting product information, builds emotional connections with the audience, and creates positive perceptions about the brand.

The relationship between Instagram content and purchase decision has a T-statistic of 1.923 < 1.96, indicating that Mr. O Coffee's Instagram content does not directly influence purchase decisions. This could be due to a lack of direct engagement with potential buyers, mismatch between the content and their needs or preferences, or a lack of connection between the content presented and the desired purchase actions.

The relationship between purchase intention and purchase decision has a T-Statistic of 3.879 > 1.96, meaning that purchase intention significantly influences purchase decisions. This reflects the level of satisfaction, trust, and consumer preferences towards the brand. Strong purchase intention indicates that consumers feel connected to the product, trust its quality, and are more likely to choose it when making a purchase.

d. Predictive Relevance

In the table below are the values of predictive relevance:

Table 13. Predictive Relevance

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

In the table above, the Q^2 score is 0.133 for variable Y1 (purchase intention) and 0.349 for variable Y2 (purchase decision). Both Q^2 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. ada tabel diatas menunjukkan skor Q^2 sebesar 0,133 untuk variabel Y1 (minat beli) dan skor Q^2 sebesar 0,349 untuk variabel Y2 (keputusan pembelian). Untuk skor Q^2 pada kedua variabel lebih besar dari 0, artinya observasi penelitian ini baik atau model penelitian bisa dikatakan fit.

e. 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

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

Strategies to Build Purchase Interest and Decision Making

Building stronger purchase interest and decision making at Mr. O Coffee through the Instagram account @mrocoffee can be achieved through the following ways:

1. **Quality Content:** Presenting engaging, informative, and entertaining content related to coffee, coffee-making processes, brand stories, as well as coffee-related tips and tricks.
2. **Emotional Connection:** Establishing an emotional connection with the audience through authentic and inspirational stories, and showcasing content that evokes positive feelings towards the brand.
3. **Active Interaction:** Increasing interaction with followers through polls, quizzes, and questions, as well as responding to comments and messages promptly and friendly.
4. **Collaboration and Influencers:** Collaborating with relevant influencers or Instagram users to enhance brand reach and credibility.
5. **Special Promotions:** Offering special promotions and discounts through the Instagram account to encourage purchases and raise consumer awareness about the products.
6. **Hashtag Usage:** Using relevant and popular hashtags to boost content visibility and reach more people interested in coffee.

By consistently implementing these strategies, it can strengthen consumer purchase interest and decision making towards Mr. O Coffee through the Instagram platform.

CONCLUSION

From the results of the research and data analysis conducted, the following conclusions can be drawn:

1. Instagram content from Mr. O Coffee significantly influences purchase interest.
2. Instagram content from Mr. O Coffee does not affect purchase decisions.
3. Purchase interest significantly influences purchase decisions.
4. To build purchase interest and purchase decisions, strategies can be implemented such as creating quality content, building emotional connections with the audience, offering special promotions with discounts, collaborating with influencers, and

others.

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