



ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTIONS IN @_FLORIE PRODUCTS

Alifia Widya Ghaisani¹, Sheren Nadia², Gandhi Pawitan^{3*}

¹Master of Business Administration, Parahyangan Catholic University, Indonesia

²Department of Business Administration, Parahyangan Catholic University, Indonesia

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CORRESPONDENCE*:

gandhi_p@unpar.ac.id

AUTHOR'S ADDRESS:

Jln. Ciumbuleuit No. 94,
Hegarmanah, Kec. Cidadap, Kota
Bandung, Jawa Barat 40141

ABSTRACT

This study investigates the impact of social media marketing on consumer purchase intention for the Instagram-based florist business, @_Florie. The research aims to understand the relationship between social media marketing strategies and purchase intention among Instagram users. The population consists of Instagram users who follow @_Florie, and the sampling technique used is purposive sampling. Data collection was conducted through questionnaires and observations. Quantitative methods were employed to analyze the data, including validity, reliability, simultaneous testing, and partial testing. Key findings indicate that dimensions such as entertainment, customization, electronic word-of-mouth (EWOM), interaction, and trendiness significantly influence purchase intention. The study concludes that effective social media marketing strategies can enhance consumer engagement and drive purchase intentions for online businesses.

Keywords: *Social Media Marketing, Purchase Intention, Instagram, Digital Marketing.*

INTRODUCTION

In the contemporary digital era, social media has emerged as one of the most effective and widely utilized marketing tools for businesses across diverse sectors. Social Media Marketing (SMM) is a marketing strategy that leverages social media platforms to promote services or product, engage with customers, enhance brand identity (Putra & Aprilson, 2022). With the widespread use of social media, companies can reach a wider audience and establish closer relationships with potential customers (Pradani & Muthohar, 2022)

Technological and internet advancements have transformed the way companies conduct their marketing activities. Social media platforms such as Facebook, Instagram, and X offer various advantages and conveniences that traditional marketing methods lack. Through social media, companies can interact with consumers in real-time, respond to questions and complaints, and build a loyal community (Jackie, Siahaan, Anggraini, Chandra, & Hutabarat, 2022). Another advantage of Social Media Marketing is its ability to provide detailed data and analytics regarding consumer behavior and preferences, which can be used to design more effective and personalized marketing strategies (Wardani, 2023).

Instagram, as one of the most popular social media platforms, is known for its ability to present engaging visual content.

LITERATURE REVIEW

1. Marketing

Marketing is the process of identifying and fulfill human and social needs in a profitable manner (Kotler & Keller, 2016). Marketing begins with identifying consumer needs and desires

This makes it an ideal choice for businesses in the creative field, such as florists. One online florist business that utilizes Instagram as its primary platform for marketing and sales is @_florie. @_florie is an online business in the florist industry, providing various floral arrangements for different occasions. By using Instagram, @_florie can visually showcase its products, attract potential customers' attention, and interact directly with them through comments and direct messages.

In the context of digital marketing, Social Media Marketing (SMM) is a strategic approach that utilizes social media platforms to advertise products and services, elevate brand awareness, and ultimately enhance customer purchase intentions (Putra & Erlin, 2024). This strategy involves various techniques, including engaging content, the use of hashtags, collaborations with influencers, and paid promotions (Purwianti, 2023).

This research aims to analyzing the influence of social media marketing conducted by @_Florie on consumer purchase intention. Purchase intention is an important indicator in assessing the effectiveness of a business's marketing strategy (Hidayat & Faramitha, 2022). By understanding the factors that influence purchase intention, @_Florie can optimize its marketing strategy to achieve better results.

through market research to understand their preferences and behaviors. Once these needs are identified, companies strive to meet them by offering suitable products or services. Moreover,

marketing is also related to achieving profitability for the company, which means finding ways to meet consumer needs efficiently and profitably (Kotler & Keller, 2016).

According to (Kotler & Keller, 2016), primary customer markets include consumer, business, global, and nonprofit and government sectors. The consumer market includes firms that sell mass products and services like beverages, cosmetics, sports footwear, and air transportation, which create a strong brand image through high-quality products, availability, engaging communication, and reliable performance. The business market faces professional buyers who are

2. Digital Marketing

Digital marketing is a range of marketing activities, including branding, that leverage various media such as blogs, websites, email, and various social media networks. Digital marketing is defined as the utilization of digital technologies to achieve marketing objectives and to evolve or modify the marketing concept itself. This approach enables companies to communicate on a global scale and transform their business interactions with customers. Digital marketing involves the application of technology in a digital format, with one of its forms being internet marketing or e-marketing, which is the process of marketing using electronic communication technologies (Iqbal, 2021).

The role of digital marketing strategy is crucial in keeping up with the digital technology and developing a plan to attract

well-informed and skilled at evaluating offerings, making the strength of the sales force, price, and seller reputation highly important.

The global market requires companies to navigate cultural, language, legal, and political differences and decide how to enter and operate in each country, adapting products, setting prices, and communicating according to local culture. In the nonprofit and government market, companies need to set prices carefully due to limited purchasing power, with many government purchases requiring bids and focusing on practical solutions and the lowest offer.

consumers. These strategies direct consumers towards a mix of electronic and traditional communication channels. The emergence of digital marketing is driven by technological advancements supported by mobile technology. With mobile technology, anyone with internet access can obtain accurate information at their fingertips. Digital marketing is also defined as marketing activities that use internet-based media (Iqbal, 2021).

3. Social Media

According to (Abdullah, Apriani, & Febrian, 2023) Social media is an online platform that allows users to participate, interact, share, and create content. Through social media, individuals and organizations can build communities, communicate with their audiences, and develop deeper relationships. Platforms such as Instagram, Facebook, X ,

LinkedIn and TikTok offer a variety of tools and features that allow users to share text, images, videos and more. With these capabilities, social media has become an essential part of everyday life and a powerful tool for communication and engagement.

Social Media Marketing (SMM) is a type of digital marketing that leverages social platforms and networking websites to promote an organization's products or services. SMM employs a combination of paid and organic strategies to accomplish marketing goals. Paid strategies can include paid advertisements, sponsored promotions, and influencer campaigns, while unpaid strategies involve creating engaging content and sharing it organically to increase brand awareness and audience engagement. Social media marketing can be categorized into five key dimensions such as entertainment, customization, electronic word-of-mouth (EWOM), interaction, and trendiness (Angkie & Tanoto, 2019). By utilizing social media, companies can reach a wider audience, measure responses in real-time, and adjust their approach to get more effective and efficient results (Abdullah, Apriani, & Febrian, 2023).

4. Purchase Intentions

Purchase intentions is the desire that arises after consumers view a product, which then develops into an impulse to buy and own the product. Purchase intention is closely related to the

consumer's desire to buy the products they need. To attract consumer purchase intentions, companies can implement strategies such as selecting easily accessible locations and offering affordable prices for various segments (Tania, Hemawan, & Izzuddin, 2022).

According to (Septyadi, Salamah, & Nujiyatillah, 2022) several factors that can shape consumer buying interest include the attitudes of others and unexpected factors. The attitudes of others have an important role, because their behavior can influence consumer choices. How much influence other people's behavior has in reducing consumers' preferred alternatives depends on how strong their negative attitudes are towards these choices and consumers' motivation to follow the wishes of others. In addition, unforeseen factors, such as changes in the economic situation or other unexpected events, can also affect consumers' purchasing decisions.

In the context of marketing, understanding and enhancing consumer purchase intentions are essential. Companies can attract purchase intentions by ensuring that products are easily found in strategic locations and by offering competitive prices. With this approach, consumers feel more interested and driven to make a purchase, as they find the product more accessible and within their budget. This strategy helps companies to reach a broader target market and increase overall sales (Tania, Hemawan, & Izzuddin, 2022).

METHODS

The research methodology in this study is quantitative research. Quantitative research is a research method based on concrete and measurable phenomena aimed at testing predetermined hypotheses. The purpose of quantitative research is to test existing theories and to demonstrate the relationships between variables (Sugiyono, 2022).

A population, as defined by (Sugiyono, 2022) is a set of scope that includes objects or subjects that have certain qualities and properties that are determined by researchers to conduct research and draw conclusions. In this study, the population used is Instagram users. A non-probability sampling approach, specifically purposive sampling, was utilized for sample selection. Purposive sampling is a technique of determining samples with

certain considerations. The criteria for sampling in this study are Instagram users who follow the @florie Instagram account.

Data collection techniques in this study were collected through questionnaires and observation. A questionnaire is a data collection instrument that conducted by providing statements or questions in writing to respondents to answer these questions. Questionnaires can be conducted directly, given to respondents, or via the internet (Sugiyono, 2022). The observation data collection technique is used in research related to phenomena, work processes, natural symptoms, and respondents who are not too numerous (Sugiyono, 2022). In this study, observations were made on the Instagram account @_florie. This research uses various data analysis techniques, such as validity test, reliability test, F-test, determination coefficient analysis, and T-test.

RESULTS

1. Validity Test

Variable	Dimension	Item	r-value	r-table	Description
Social Media Marketing (X)	Entertainment	Ent_1	0,536	0,179	VALID
		Ent_2	0,337	0,179	VALID
	Customization	Cust_1	0,582	0,179	VALID
		Cust_2	0,566	0,179	VALID
		Cust_3	0,503	0,179	VALID
	Interaction	Int_1	0,338	0,179	VALID
		Int_2	0,498	0,179	VALID
	Electronic word-of-mouth	Ewom_1	0,450	0,179	VALID
		Ewom_2	0,407	0,179	VALID
	Trendiness	Trnd_1	0,662	0,179	VALID
Purchase Intentions	NB_1	0,639	0,179	VALID	
	NB_2	0,707	0,179	VALID	
	NB_3	0,702	0,179	VALID	

The validity test was conducted using 120 respondents, resulting in an r-table value distribution with a significance level of 5% being 0.1793. Based on the above

table, it can be concluded that all the questions in the questionnaire used for both independent and dependent variables are valid. This conclusion is drawn

because the calculated r-value is greater than the r-table value.

2. Reliability Test

Variable	Cronbach's Alpha	Coefficient of Reliability	N of items	Description
Social Media	0,688	0,60	10	Reliabel
Marketing (X)				
Minat beli (Y)	0,632	0,60	4	Reliabel

The reliability test was conducted with 120 respondents, and the results indicated that the measurement instrument used in this study is reliable. Based on the above table, it can be

concluded that the measurement instrument used in this research is reliable. This conclusion is drawn because the Cronbach's Alpha value obtained for each variable is greater than the reliability coefficient (0.6)

3. F-test

ANOVA ^a						
Model	Sum of Squares		df	Mean Square	F	Sig.
1	Regression	256.250	5	51.250	45.381	.000 ^b
	Residual	128.742	114	1.129		
	Total	384.992	119			

a. Dependent Variable: Niat Beli

b. Predictors: (Constant), Trendiness, EWOM, Entertainment, Interaction, Customization

The results of the F-test indicate that the calculated F-value of 45.381 is greater than the F-table value of 2.293, leading to the rejection of the H₀ hypothesis and acceptance of the H_a hypothesis. Consequently, it can be concluded

that the dimensions of entertainment, customization, electronic word-of-mouth (EWOM), interaction, and trendiness collectively have a significant impact on purchase intentions.

4. Analysis of Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	.666	.651	1.063

a. Predictors: (Constant), Trendiness, EWOM, Entertainment, Interaction, Customization

The multiple correlation coefficient value (R) between social media marketing (X1) and purchase intention (Y) obtained is 0.816. The R-Square value, or coefficient of determination, found in this study is 0.666, or 66%. This R-Square value

indicates that social media marketing (independent variable) has an impact on purchase intention (dependent variable) by 66%. In other words, 34% of purchase intention is influenced by other factors.

5. T-test

Model		Coefficients ^a		Standardized		
		Unstandardized Coefficients B	Std. Error	Coefficients Beta	t	Sig.
1	(Constant)	1.765	1.233		1.431	.155
	Entertainment	.214	.102	.121	2.099	.038
	Customization	.464	.087	.350	5.341	.000
	Interaction	.222	.079	.167	2.806	.006
	EWOM	.158	.078	.112	2.027	.045
	Trendiness	1.086	.178	.409	6.094	.000

Based on the findings from the partial t-tests, the following conclusions can be made:

1. The test result for the influence of the Entertainment dimension (X1) shows a t-value of 2.099, which is greater than the t-table value of 1.980. Therefore, H_{01} is rejected, and H_{a1} is accepted, demonstrating a significant impact of entertainment on purchase intention.
2. The test result for the influence of the Customization dimension (X2) shows a t-value of 5.341, which is greater than the t-table value of 1.980. Therefore, H_{02} is rejected, and H_{a2} is accepted, indicating that customization has a significant impact on purchase intention.
3. The test result for the influence of the Interaction dimension (X3) shows a t-value of 2.806,

exceeding the t-table value of 1.980. Therefore, H_{03} is rejected, and H_{a3} is accepted, demonstrating a significant effect of interaction on purchase intention.

4. The test result for the influence of the Electronic Word-of-Mouth dimension (X4) reveal a t-value of 2.027, which is greater than the t-table value of 1.980. Therefore, H_{04} is rejected, and H_{a4} is accepted, demonstrating a significant effect of electronic word-of-mouth on purchase intention.
5. The test result for the influence of the Trendiness dimension (X5) shows a t-value of 6.094, which exceeds the t-table value of 1.980. Therefore, H_{05} is rejected, and H_{a5} is accepted, indicating a significant influence of trendiness on purchase intention.

DISCUSSIONS AND CONCLUSIONS

Based on the data collected through questionnaires distributed to the followers of the @_florie Instagram account, the following results were obtained :

1. Influence of Entertainment on Purchase Intention

The multiple linear regression analysis resulted in a positive regression coefficient for the entertainment dimension, valued at 0.214. With a regression coefficient value of 0.214, entertainment occupies the 4th position in having an influence on purchase intention. This indicates that entertainment does not significantly affect the purchase intention of @_florie products compared to other dimensions.

The t-test results indicate a t-value of 2.099, which is greater than the t-table value of 1.980, and a significance value (sig.) of 0.038, which is less than 0.05. This demonstrates that entertainment has a positive and significant influence on the purchase intention of @_florie products.

2. Influence of Customization on Purchase Intention

The multiple linear regression analysis resulted in a positive regression coefficient for the customization dimension, valued at 0.464. The customization dimension, with a regression coefficient of 0.464, ranks as the second highest in influencing the purchase intention of @_florie products, following the trendiness dimension.

The t-test results show a t-value of 5.341, which is greater than the t-table value of 1.980, and a significance value (sig.) of 0.000, which is less than 0.05. This indicates that customization has a positive and

significant impact on the purchase intention of @_florie products.

3. Influence of interaction on Purchase Intention

The multiple linear regression analysis resulted in a positive regression coefficient for the interaction dimension, valued at 0.222. The interaction dimension, with a regression coefficient of 0.222, ranks third in influencing the purchase intention of @_florie products. The t-test results show a t-value of 2.806, which is greater than the t-table value of 1.980, and a significance value (sig.) of 0.006, which is less than 0.05. This indicates that interaction has a positive and significant influence on the purchase intention of @_florie products.

4. Influence of Electronic Word-of-Mouth on Purchase Intention

The multiple linear regression analysis resulted in a positive regression coefficient for the electronic word-of-mouth dimension, valued at 0.158. This value is the lowest regression coefficient among the dimensions analyzed, indicating that electronic word-of-mouth has the smallest influence on the purchase intention of @_florie products compared to the other dimensions.

The t-test results show a t-value of 2.027, which is greater than the t-table value of 1.980, and a significance value (sig.) of 0.045, which is less than 0.05. This indicates that electronic word-of-mouth has a positive and significant influence on the purchase intention of @_florie products.

5. Influence of Trendiness on Purchase Intention

The multiple linear regression analysis resulted in a positive

regression coefficient for the trendiness dimension, valued at 0.518. With a regression coefficient of 0.518, trendiness has the most significant influence on the purchase intention of @_florie products. The t-test results show a t-value of 6.094, which is greater than the t-table value of 1.980, and a significance value (sig.) of 0.000, which is less than 0.05. This indicates that trendiness has a positive and significant influence on the purchase intention of @_florie products. Based on the research findings, it can be concluded that the impact of social media marketing on the purchase

intention of @_florie products is evident across all the dimensions of social media marketing, which include entertainment, customization, interaction, electronic word-of-mouth, and trendiness. These dimensions collectively influence purchase intention as the dependent variable. Among the five dimensions of social media marketing, trendiness and customization have the highest impact, as indicated by the regression coefficients from the multiple linear regression analysis.

LIMITATIONS

This study aims to analyze the influence of social media marketing conducted by @_Florie on consumer purchase intentions. The object of this research is @_florie which is an online business that

uses the Instagram social media platform and is engaged in florist. This research has limitations, namely only focusing on social media marketing on Instagram social media and only involving followers of the @_florie Instagram account.

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