THE INFLUENCE OF INSTAGRAM ON PURCHASE DECISIONS AND REPEAT PURCHASE INTENTIONS OF FOOD AND BEVERAGE CONSUMERS

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Abstract

Consumer behavior has shifted towards using digital platforms, such as Instagram, for obtaining information about food and beverage products. This trend shows that more consumers rely on these platforms for references, reviews, and recommendations before making purchasing decisions. This research examines how Content Creation, Content Sharing, and Connecting on Instagram influence Purchasing Decisions and their subsequent impact on Consumer Repurchase Intentions for food and beverage products in Pangkalpinang City. The study's population consisted of residents of Pangkalpinang City who use Instagram, and the sample size of 400 was determined using the Slovin formula. The hypotheses were tested using the SEM statistical method with the SmartPLS application version 4.0.9.6, 2023. The research findings indicate that (1) Content Creation positively and significantly affects purchasing decisions, (2) Content Sharing affects purchasing decisions, (3) Connecting positively and significantly impacts purchasing decisions, (4) Content Creation, Content Sharing, Connecting, and purchasing decisions influence repurchase interest positively, (5) Content Creation positively and significantly affects repurchase interest, (6) Content Sharing positively and significantly affects repurchase interest, (7) Connecting does not have a positive and significant effect on repurchase interest, and (8) Purchasing decisions positively and significantly affect repurchase interest.

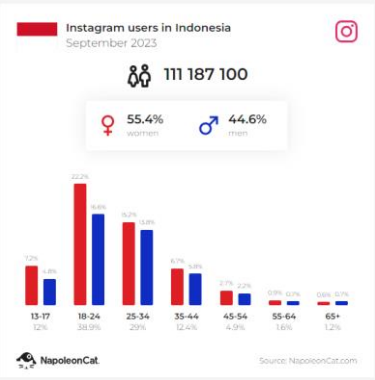
Keywords: *Content Creation, Content Sharing, Connecting, Purchase Decision and Repurchase Intention*

1. INTRODUCTION

The development of internet technology in the world internationally makes progress in various fields of human life such as health, finance, and marketing. The development is very fast because of the help of technology so that everyone can easily get the desired information from various international and national sources. The rapid development of technology that creates sophisticated devices makes the spread of information spread quickly. Information about a product that is marketed easily can directly reach target consumers both internationally and nationally.

The strong influence of the internet on the world that can be used by humans to do *digital marketing* is considered to influence a *trendsetter*. The use of the internet or social media is increasing in line with its use in the world of marketing. Even according to Utami and Triyono (2012) online marketing is increasingly familiar among the public along with the increase in internet users.

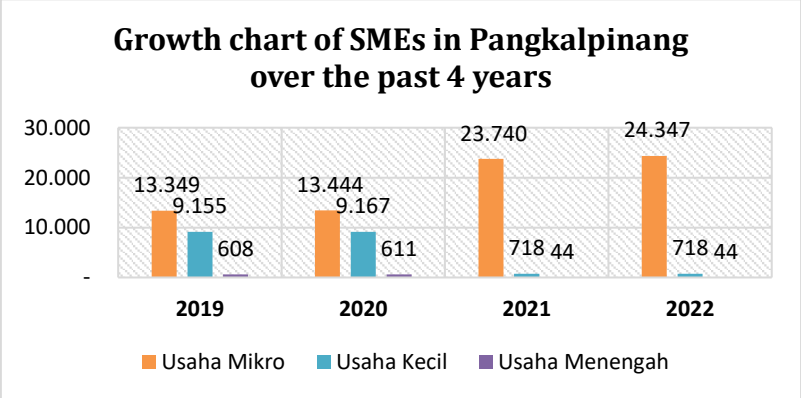
Instagram is one of the means of disseminating product and service information. This makes Instagram enter into the needs of life other than to meet the lifestyle. It is also known that Instagram active users in Indonesia are 111,187,100 users consisting of various genders and ages as of September 2023.



(Source: NapoleonCat)

Picture 1: Instagram User Data in Indonesia

In today's digital age, lifestyles are influenced by trends and viral content. Promotional advertising content that goes viral on social media, especially Instagram, attracts people to buy it. These contents are in the form of videos or photos accompanied by uniquely created and contemporary captions, which aim to influence consumers to buy their products. Viral content has reached many viewers on social media, so it can increase the number of their online purchases. If one of the consumers reviews the product and uploads it to his social media, chances are his followers will also be influenced and curious to try it until they are sure to make a purchase too.



Source: Department of Cooperatives, Trade and MSMEs of Pangkalpinang City

Picture 1: MSME Growth Graph Pangkalpinang City

With the help of social media in marketing, the growth of MSMEs in Pangkalpinang City grows every year. Rapid growth occurred in 2021 and 2022, where the pandemic occurred which required activities to be carried out remotely or digitally. This makes people have to use devices for communication, work, and buying and selling activities. The rapid exchange of information allows all people to get information from anywhere, including MSMEs whose products are promoted by content creators.

Observing the phenomenon, researchers are interested in further studying the impact of Content Creation, Content Sharing, and Instagram Connectivity on purchasing decisions, which influences the interest in repurchasing food and beverage products in Pangkalpinang City.

2. LITERATURE REVIEW

In English, the term *Content Creation* consists of 2 words, namely "*content*" which means content, and "*creation*" which means creation. From these two definitions, *Content Creation* can be explained as the process of creating content in various forms, such as video, writing, sound, photos, or a combination of two or more of these elements to fill space on social media platforms (Sundawa, 2018). Currently, all digital marketing efforts are centered around content creation. This involves researching, developing strategic concepts, producing high-value materials, and promoting these works to a target audience. According to Maeskina (2022), there are several types of digital content, including web pages, blogs, infographics, movies, and social media posts.

Content Sharing allows writers to expand their online audience and network their business. Widely shared content can provide a great opportunity to gain exposure, attract online viewers to stay engaged, and significantly improve sales results (Hartono, 2020). *Content sharing* through social networks can help businesses grow their networks and reach a wider audience online. Depending on the type of information shared, sharing can result in sales either directly or indirectly (Genelius, 2011).

According to Genelius (2011), *Connecting* refers to the relationship between the sender and receiver of communication that has common interests. The relationship between the recipient of the message and the sender of the message can result in increased business. Human interaction can now be realized simply and successfully as a result of modern technological advances, such as through the use of cell phones, social media, and other communication technologies.

According to Kotler (2012), the AIDA model has four stages that are used to influence purchasing decisions. The AIDA (*Attention, Interest, Desire, and Action*) model is used by marketers to design messages delivered in the right language to influence customers in making purchasing decisions. However, not all marketers can communicate their message effectively to customers, which can cause customers to pause as they consider their needs and wants.

According to Gersom Hendarsono and Sugiono Sugiharto (2013), repurchase interest reflects a buyer's intention to revisit and purchase again in the future. While repurchase behavior is frequently linked to loyalty (Mirabi et al., 2015), the two concepts are distinct. Repurchase behavior involves repeatedly buying the same brand, whereas brand loyalty signifies a psychological commitment to a particular brand. Peter and Olson (2014) define repurchase interest as the act of making a purchase more than once or multiple times. Customer satisfaction can drive someone to make repeat purchases, develop loyalty to the product, or become loyal to the store where the purchase was made, leading to positive recommendations to others.

3. RESEARCH METHODS

Population and Sample`

The population of this study is Instagram application users in Pangkalpinang City. The population is spread across several sub-districts and the number is not known exactly. It is known that the population of Pangkalpinang City is 226,297 people. Thus, the population in Pangkalpinang City was obtained as many as 226,297 people. Based on existing population data, the Slovin formula is used to calculate the number of samples with 5% precision and 95% confidence, as follows:

$$n = \frac{\mathrm{N}}{1 + \mathrm{Ne}^2}$$

Information:

n = Number of samples searched

N = Population size, where the population is Instagram users in Pangkalpinang City

e2 = Precision value/immutability percentage error rate 5% (0.05)

Thus, the sample size to be taken for a population of about 226,297 with a 95% confidence level and a *5% margin of error* of about 399,294, would round up to 400 to ensure an adequate sample.

Sampling Techniques

Purposive random sampling *technique* is used as a sampling method, where researchers select sample members based on certain criteria that are considered relevant to the research objective (Dharma, 2017). Sampling must be by the quality and characteristics of a population, to be trusted, and conclusions can be drawn, this is because the sample can be representative of the population.

Location and Time of Research

This research was conducted by distributing digital questionnaires using Google Forms to residents of Pangkalpinang. The questionnaire will be distributed from October 2023 to December 2023. The time needed by the authors to complete this study is for three months from October 2023 to December 2023.

Data Analysis Techniques

This study employed data analysis using the Partial Least Square (PLS) method with SmartPLS software Version 4.0.9.6. PLS is a technique for solving Structural Equation Modeling (SEM) and is

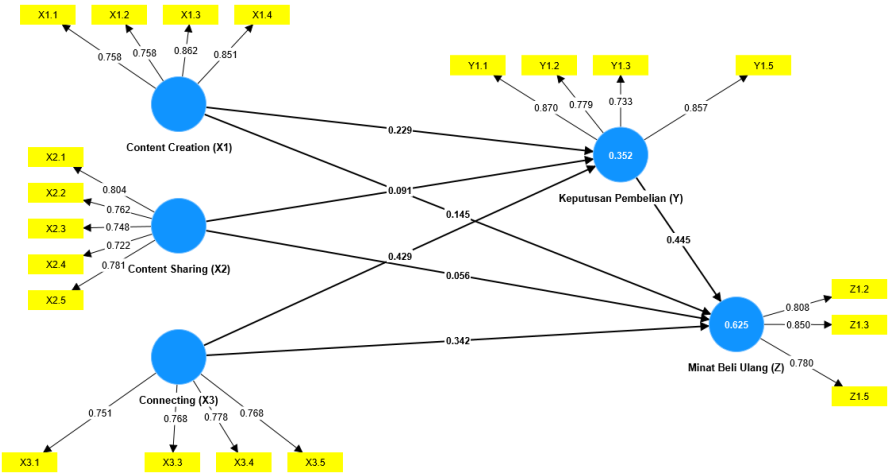
considered superior to other SEM methods. SEM offers greater flexibility in connecting theory and data, enabling path analysis with latent variables. It is frequently used in social and psychological research to explore complex conceptual models and understand how related variables influence one another. PLS is a strong analytical method as it does not depend on many assumptions. It allows for data that are not normally distributed and can include indicators with categorical, ordinal, interval, and ratio scales within the same model. Additionally, it does not require a large sample size (Ghozali, 2014).

Explain the research plan to be applied including an explanation of the collection of supporting information/data, presentation of steps to discuss/analyze (defining variables, computational techniques/processing data), and explanation of assumptions. The methodology can describe data analysis techniques or procedures.

4. RESULTS AND DISCUSSION

Outer Model Analysis

A research concept and model must first undergo the purification stage in the measurement model before it can be tested in a predictive framework for relational and causal relationships. The outer model is used to assess the construct validity and reliability of the instruments.



Source: SmartPLS Data Output Version 4.0.9.6, 2023

Picture 3: Structural Model Diagram

a. Convergent Validity

The results show that the loading factor surpasses the recommended threshold of 0.7. Validity tests are essential to ensure that the questionnaire items are properly understood by respondents and produce reliable results. According to Wijoyono (2011), as cited in Nasta'in (2024), validity can be evaluated through convergent validity (outer model), where a loading factor value between 0.50 and 0.60 is considered acceptable, and by Average Variance Extracted (AVE), which should be above 0.50. In this study, the researchers used loading factor values above 0.50 and an AVE value above 0.50. Here are the results of SmartPLS with loading factor.

Table 1. Convergent Validity

Indikator Variabel	*Outher loading*	*Consistency Reliability*	*Convergent Validity*
X1.1 <- *Content Creation* (X1)	0.758	0.829	0.654
X1.2 <- *Content Creation* (X1)	0.758		
X1.3 <- *Content Creation* (X1)	0.862		
X1.4 <- *Content Creation* (X1)	0.851		

Indikator Variabel	*Outher loading*	*Consistency Reliability*	*Convergent Validity*
X2.1 <- *Content Creation* (X1)	0.804	0.858	0.584
X2.2 <- *Content Sharing* (X2)	0.762		
X2.3 <- *Content Sharing* (X2)	0.748		
X2.4 <- *Content Sharing* (X2)	0.722		
X2.5 <- *Content Sharing* (X2)	0.781		
X3.1 <- *Connecting* (X3)	0.751	0.774	0.587
X3.3 <- *Connecting* (X3)	0.768		
X3.4 <- *Connecting* (X3)	0.778		
X3.5 <- *Connecting* (X3)	0.768		
Y1.1 <- purchase decision (Y)	0.870	0.827	0.659
Y1.2 <- purchase decision (Y)	0.779		
Outher loading	Consistency Reliability		
0.758	0.829		
0.758	0.808	0.747	X1.3 <-
0.862	0.850		
0.851	0.780		

Source: SmartPLS Data Output Version 4.0.9.6, 2023

Based on the table above, it can be seen that the loading factor value on 20 indicators is more than 0.6 and the AVE is more than 0.5. This indicates that each of these indicators is valid and can be used as a variable instrument *of Content Creation*, *Content Sharing*, *Connecting*, purchase decision, and repurchase interest.

b. Discriminant Validity

Discriminant validity is evaluated by comparing the square root of the average variance extracted (√AVE) for each construct with the correlation between that construct and other constructs within the model. The model demonstrates adequate discriminant validity when the square root of AVE for each construct exceeds the correlation between that construct and other constructs. Additionally, Ghozali & Latan (2015) propose another method for assessing construct validity by examining the AVE value. The model is considered satisfactory if the AVE value for each construct is above 0.50. Measurements of discriminant validity will be made using *Fornell Larcker* and crossloadings. The results of the *Fornell Larcker* test in this study are as follows:

Table 2. Discriminant Validity

	0.858 **(X3)**	***0.584*****(X1)**	***X2.2*** **<- Content Sharing**	**0.762**	**Repurchase Decision (Z)**
Connecting **(X3)**	**X2.3 <-**				
0.722**(X1)**	0.493	**0.809**			
Content Sharing **(X2)**	X3.1 <-	0.751	**0.774**		
0.768	0.550	0.448	X3.4 <-	**0.778**	
Repurchase Interest (Z)	X3.5 <-	0.768	0.160	0.706	**Y1.1 <- Purchase Decision (Y)**

Source: SmartPLS Data Output Version 4.0.9.6, 2023

Based on the outcomes of the data analysis, the square root of the AVE for all research variables is greater than the correlation between the variables. So the *Fornell-Larcker Criterion* criteria is acceptable.

Inner Model Analysis

The R2 value represents the extent to which the exogenous variable determines its endogenous counterpart. A higher R2 value signifies a stronger level of determination. Chin presents the R2 Value criterion for assessing model quality, also known as the Goodness of Fit Model criterion, along with the coefficient of determination (KD), which indicates the magnitude of influence of exogenous latent variables on endogenous latent variables. Chin's (2013) criteria for R2 are used to measure these aspects:

- 0.67 → Strong
- 0.33 → Moderate
- 0.19 → Weak

The value of the coefficient of determination can be shown in the following table:

Table 3. Inner Model

	0.827	**0.659**
Y1.2 <- Purchase Decision (Y)	0.779	0.347
Repurchase Interest (Z)	Y1.3 <- Purchase Decision (Y)	0.733

Source: SmartPLS Data Output Version 4.0.9.6, 2023

Based on the data processing results in Table 3, the R-Square value indicating the combined influence of X1, X2, and X3 on Y is 0.352, with an Adjusted R-Square value of 0.347. This means that the exogenous constructs (X1, X2, and X3) together explain 34.7% of the variance in Y. Since the Adjusted R-Square is over 33%, the effect of these constructs on Y is considered moderate. Additionally, the R-Square value for the combined influence of X1, X2, X3, and Y on Z is 0.625, with an Adjusted R-Square value of 0.622. This indicates that these constructs collectively explain 62.2% of the variance in Z. With the Adjusted R-Square falling between 33% and 67%, the effect of the constructs on Z is also considered moderate.

Hypothesis Test

The calculation results of SmartPLS Version 4.0.9.6 show that a direct relationship between variables is said to exist if the p-value < 0.05, and it is said that there is no direct relationship if the p-value value > 0.05. The results of testing the hypothesis of direct influence on this study are seen in the following table:

Table 4. Hypothesis Test

	Original sample (O)	**Y1.5 <- Purchase Decision (Y)**	**0.857**	**T statistics (|O/STDEV|)**	**P values**
***Z1.2* <- *Repurchase Interest (Z)*(X1) -> Purchase Decision (Y)**	0.808	0.747	0.661	Z1.3 <- Repurchase Interest (Z)	0.850
***Content Creation* (X1) -> Repurchase Interest (Z)**	0.145	Z1.5 <- Repurchase Interest (Z)	0.780	3.461	0.001
Purchase Decision (Y) -> Repurchase Interest (Z)	0.445	0.443	0.047	9.479	0
***Connecting* (X3)**	Content Creation	Content Sharing	Purchase Decision (Y)	Repurchase Interest (Z)	Connecting
***0.766*(X2) -> Repurchase Interest (Z)**	0.056	0.058	0.035	1.573	Content Creation

	Original sample (O)	Y1.5 <- Purchase Decision (Y)	0.857	T statistics (|O/STDEV|)	P values
0.493 **(X3) -> Purchase Decision (Y)**	0.809	0.429	0.055	7.797	Content Sharing
0.084 **(X3) -> Repurchase Interest (Z)**	0.077	0.764	0.049	6.926	Purchase Decision (Y)

Source: SmartPLS Data Output Version 4.0.9.6, 2023

Based on the table above, it can be concluded as follows:

1) *Content Creation* has a positive and significant effect on Purchase Decisions by showing a t-statistic value of 3.973 > t table (1.960) and a p-value of 0.000 < 0.05.
2) *Content Creation* does not affect Repurchase Interest by showing a t-statistic value of 3.461 < t table (1.960) and a p-value of 0.001 > 0.05.
3) Purchase Decision has a positive and significant effect on Repurchase Interest by showing a t-statistic value of 9.479 > t table (1.960) and a p-value of 0.000 < 0.05.
4) *Content Sharing* has a favorable and notable impact on the decision by showing a t-statistic value of 2.220 > t table (1.960) and a p-value of 0.026 < 0.05.
5) *Content Sharing* does not affect Repurchase Interest by showing a t-statistic value of 1.573 < t table (1.960) and a p-value of 0.116 > 0.05.
6) *Connecting* has a favorable and substantial impact on purchasing decisions by showing a t-statistic value of 7.797 > t table (1.960) and a p-value of 0.000 < 0.05.
7) *Connecting* has a positive and significant effect on Repurchase Interest by showing a t-statistic value of 6.926 > t table (1.960) and a p-value of 0.000 < 0.05.

Table 5. Direct and Indirect Influence

	0.448	0.145	0.812	T statistics (|O/STDEV|)	Repurchase Interest (Z)
0.663**(X1) -> Purchase Decision (Y) -> Repurchase Interest (Z)**	0.518	0.160	0.706	0.813	0
Content Sharing **(X2) -> Purchase Decision (Y) -> Repurchase Interest (Z)**	0.041	0.043	0.018	2.199	0.028
Connecting **(X3) -> Purchase Decision (Y) -> Repurchase Interest (Z)**	0.191	0.191	R-square	R-square adjusted	Purchase Decision (Y)

Source: SmartPLS Data Output Version 4.0.9.6, 2023

Therefore, it can be inferred from the aforementioned statement that:

1. The Purchase Decision variable partially mediates the relationship between the Content Creation variable and the Repurchase Interest variable. This is evident from the positive and significant influence of the Content Creation variable on Repurchase Interest, both directly and through the mediation of the Purchase Decision variable. Therefore, it is concluded that the Purchase Decision variable serves as a partial mediator between Content Creation and Repurchase Interest.
2. The Purchase Decision variable partially mediates the relationship between the Content Sharing variable and the Repurchase Interest variable. This is shown by the positive and significant influence of the Content Sharing variable on Repurchase Interest, both directly and through the mediation of the Purchase Decision variable. Thus, it is concluded that the Purchase Decision variable serves as a partial mediator between Content Sharing and Repurchase Interest.
3. The Purchase Decision variable partially mediates the relationship between the Connecting variable and the Repurchase Interest variable. This is demonstrated by the positive and significant influence of the Connecting variable on Repurchase Interest, both directly and through the mediation of the Purchase

Decision variable. Hence, it is concluded that the Purchase Decision variable serves as a partial mediator between Connecting and Repurchase Interest

Implications

Future researchers are advised to consider incorporating additional variables associated with patient satisfaction. This approach would enable research to offer a more holistic understanding of the factors influencing Content Creation, Content Sharing, and Connecting. It's worth noting that the questionnaires used in this study to measure Content Creation, Content Sharing, Connecting, purchase decisions, and repurchase interest are somewhat limited in scope. Expanding the scope of these questionnaires could enhance the depth and breadth of future investigations. Therefore, future research can add and improve existing questions or statements on this research questionnaire. This research focuses on Instagram social media, for future research is expected to expand the scope on other social media so that it can provide a more comprehensive picture.

5. CONCLUSION

From the findings and discussions presented in the research, the following conclusions can be inferred:

1. The calculations indicate that the Content Creation variable significantly and positively influences purchasing decisions for food and beverage products in Pangkalpinang City, with a p-value significance of $0.000 \leq 0.05$ and a calculated t value of $3.973 \geq 1.960$.
2. The analysis shows that the Content Sharing variable affects purchasing decisions for food and beverage products in Pangkalpinang City, with a p-value significance of $0.026 \leq 0.05$ and a calculated t value of $2.220 \geq 1.960$.
3. Additionally, the calculations reveal that the Connecting variable significantly and positively impacts purchasing decisions for food and beverage products in Pangkalpinang City, with a p-value significance of $0.000 \leq 0.05$ and a calculated t value of $7.797 \geq 1.960$.
4. The overall influence of Content Creation, Content Sharing, and Connecting on purchasing decisions for food and beverage products in Pangkalpinang City is moderate, with an Adjusted R Square value of 0.622, supporting the hypothesis.
5. The analysis also shows that the Content Creation variable significantly and positively influences repurchase interest in food and beverage products in Pangkalpinang City, with a p-value significance of $0.001 \leq 0.05$ and a calculated t value of $3.461 \geq 1.960$.
6. However, the Content Sharing variable does not significantly influence repurchase interest, as indicated by a p-value significance of $0.116 \geq 0.05$ and a calculated t value of $1.573 \leq 1.960$.
7. Conversely, the Connecting variable significantly and positively affects repurchase interest, with a p-value significance of $0.000 \leq 0.05$ and a calculated t value of $6.926 \geq 1.960$.
8. Moreover, purchasing decisions for food and beverage products in Pangkalpinang City positively and significantly influence repurchase interest, with a p-value significance of $0.000 \leq 0.05$ and a calculated t-value of $9.479 \geq 1.960$.
9. Overall, the combined influence of Content Creation, Content Sharing, Connecting, and Purchasing Decisions on repurchase interest in food and beverages in Pangkalpinang City is moderate, with an Adjusted R Square value of 0.347, supporting the hypothesis.

Overall, the hypothetical results show that *Content Creation*, *Content Sharing*, *Connecting*, and Purchase decisions have a significant influence on repurchase interest. Purchase decision as an intervening variable shows that *Content Creation*, *Content Sharing*, and *Connecting* can increase customer repeat purchase interest. This confirms that MSMEs for food and beverage products need to create marketing content on social media to increase product selling power.

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Biodata

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