

The Effect of Instagram as a Promotional Media on Purchase Intention of Eyelash Extension Users (Study on Instagram Followers @Marisaeyelash in Bandar Lampung)

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ABSTRACT

Technological progress is unstoppable in the digital age. Social media increased communication transparency. Social media and Instagram are now used for advertising and marketing. Marisaeyelash is a leading Bandar Lampung beauty extension eyelash provider. Marisaeyelash advertises on Instagram. This study examines how Instagram promotes eyelash extension purchases. A questionnaire collects data. This study examined Bandar Lampung Instagram followers of @Marisaeyelash. This study had 105 subjects. SPSS 22 was used for data analysis. Simple linear regression analysis, partial hypothesis testing (t-test), and coefficient of determination test (R²) were used to evaluate validity and reliability and test hypotheses. This study found a significant relationship between Instagram as a social media marketing tool (X) and purchase intention (Y) among eyelash extension users. The hypothesis is supported

INTRODUCTION

Marketing through social media refers to the strategic practice of developing and disseminating promotional content across diverse social media platforms, including but not limited to Facebook, Instagram, Twitter, and YouTube. According to scholarly discourse, social media is highly efficient and effective for augmenting sales. In the current era of the digital age 4.0, technological advancements are becoming increasingly inexorable. Technological advancements have become integral to all facets of human existence.

According to Nurudin (2013), social media facilitates increased transparency in interpersonal communication, enabling individuals to readily share their activities with others, including a global audience. The impact of social media on society is widely regarded as substantial. In January 2022, the number of internet users in Indonesia reached 204.7 million individuals. In early 2022, Indonesia's internet penetration rate was 73.7 percent of the population. According to the Kepios analysis, there was a 1.0 percent increase in internet users in Indonesia between 2021 and 2022, amounting to an additional 2.1 million users. The provided data demonstrates that at the onset of 2022, 73.05 million individuals in Indonesia were not utilizing Internet services. This indicates that approximately 26.3 percent of the country's population remained disconnected from online platforms at the beginning of the year.

The current cultural landscape has brought about significant changes in the strategies employed for promotional activities. In the present era, promotions are increasingly being carried out through digital platforms, commonly known as online promotions. The term "online promotion" refers to the various promotional activities conducted on the Internet, including using social media platforms and online word-of-mouth strategies (Arwiedya, 2011). The influence of e-promotion on consumer purchasing behavior has been noted in previous research (Prakoso, 2014). According to Istanti (2017), the influence of e-promotion on online shopping decisions is substantial and positive. The prevalence of online shopping is increasing in contemporary society due to its numerous advantages. The inclination of consumers toward online shopping can be attributed to many influencing factors. The factors contributing to online shopping encompass website quality, service quality, product quality, and customer trust.

According to Lee, Kim, and Kim (2016), purchase intention refers to the phase in which a consumer is predisposed to take action before finalizing a purchase decision. The beauty industry is subject to ongoing intensification of competition, thereby compelling companies to sustain their competitiveness through continuous innovation. Eyelash extension, commonly called eyelash implantation, is an innovation that has gained significant prevalence within the beauty industry. Marisaeyelash, a provider of eyelash extension services, is situated in Bandar Lampung at Jalan Dr. Aaron No. 1, in the Kota Baru area of the East Tanjungkarang District. Marisaeyelash employs the social media platform Instagram as a means to advertise and market its merchandise.

The current surge in public fascination with the utilization of eyelash extensions can be attributed to the concurrent rise of numerous novel cosmetic

brands, both domestic and international, thereby intensifying competition within the cosmetics industry. Different options will undoubtedly influence the intentions of consumers to make a purchase. Companies must consistently inundate consumers with diverse information about their products to secure victory in the competition. This study aims to investigate the impact of Instagram as a promotional platform on the purchase intention of individuals who use eyelash extensions.

Other studies that support the present research include the study conducted by Permatasari (2016), which found that promotional efforts through Instagram effectively capture attention. However, it was observed that Instagram is still ineffective in facilitating consumer behavior's desire, interest, and action stages. In a recent study by Intan Novita Sari (2021), the research investigated the impact of promotional activities on Instagram social media platforms on consumer purchase intentions, specifically about Kripik products. The study's findings indicate a significant relationship between the promotion variable on Instagram social media (X) and the purchase intention variable (Y).

LITERATURE REVIEW

Sales Promotion

Sales promotion, as defined by Armstrong, Gary, and Philip (2012), refers to a range of incentive tools that are primarily short-term in nature and are specifically designed to encourage consumers or traders to make faster and larger purchases of specific products or services. Sales promotion is a marketing communication strategy that operates alongside advertising, personal selling, and public relations. It involves using short-term incentives to encourage consumers and distribution channel members to make immediate purchases of goods or services. These incentives may take the form of lower prices or increased added value. Sales promotion is a type of marketing communication that provides additional value to a product (Natalia & Mulyana, 2014).

Marketing Promotion on Social Media

According to Kotler (2016), the utilization of social networks, such as blogs, micro-blogs, social networks, social bookmarking, and content sharing, as a marketing tool is a strategy that can influence the visibility, recognition, behavior, and memory associated with a brand, company, product, individual, or other entity.

Purchase Intention

According to Kotler (2018), purchase intention refers to a consumer's behavioral inclination to acquire or select a product, which is influenced by their past experiences in product selection, utilization, consumption, and even product desirability.

The Effect of Instagram as a Promotional Media on the Purchase Intention of Eyelash Extension Users

According to Permatasari's (2016) study, the findings indicate that promotional efforts on Instagram successfully capture attention. However, it is worth noting that Instagram needs to improve effectiveness during the desire, interest, and action stages. In a recent study by Intan Novita Sari (2021), the research investigated the impact of promotional activities on Instagram social media platforms on consumer purchase intentions, specifically about Kripik products. The study's findings indicate a significant relationship between the promotion variable on Instagram social media (X) and the purchase intention variable (Y). The influence of e-promotion on consumer purchasing behavior has been noted in previous research (Prakoso, 2014).

Hypothesis 1: Using Instagram as a promotional platform can enhance the purchase intention among users of eyelash extensions.

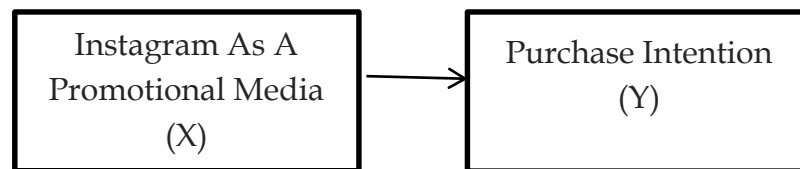


Figure 1. Conceptual Framework

METHODOLOGY

The research methodology employed in this study is descriptive research utilizing a quantitative approach. The focus of inquiry pertains to the essence of the state of an object or individual that serves as the primary subject of investigation and is the intended target of research endeavors (Puspitaningtyas, 2016). The focus of the study is to investigate the impact of Marisa Eyelash's Instagram social media promotion on consumers' purchase intention, with the former being the independent variable and the latter being the dependent variable. The methodologies employed for data collection encompass the utilization of questionnaires and literature studies.

The questionnaire method is a data collection technique that uses a structured list of questions designed to be answered by respondents based on their perceptions (Puspitaningtyas, 2016). This study's population under investigation consisted of individuals who follow @Marisaeyelash on Instagram in Bandar Lampung. These individuals were chosen as a reference group for making purchasing decisions. The sample size for this study was 105 individuals. The present study will involve the utilization of SPSS 22 for conducting data analysis. The examination comprises several components, including a preliminary assessment involving validity and reliability tests, hypothesis testing utilizing simple linear regression analysis, partial hypothesis testing through t-tests, and a coefficient of determination test denoted as R².

RESULTS
Validity Test

Table 1. Validity Test

Indicator	KMO	Factor Loading	Information
X1	0,883	0,830	Valid
X2		0,865	Valid
X3		0,908	Valid
X4		0,928	Valid
X5		0,925	Valid
X6		0,879	Valid
X7		0,876	Valid
X8		0,842	Valid
X9		0,850	Valid
X10		0,913	Valid
X11		0,935	Valid
Y1	0,934	0,942	Valid
Y.2		0,947	Valid
Y.3		0,949	Valid
Y.4		0,924	Valid
Y.5		0,916	Valid
Y.6		0,924	Valid
Y.7		0,936	Valid
Y.8		0,926	Valid
Y.9		0,944	Valid
Y.10		0,934	Valid

The calculation results from the table 1 show that each question item has a KMO value of > 0.5 and factor loading > 0.5 , all indicators used in the study are valid, so that the research variables will be continued with reliability tests.

Reability Test

Table 2. Reability Test

Indicator	Cronbach alpha	Cronbach alpha if item deleted	Information
X1	0,897	0,890	Reliabel
X2		0,885	Reliabel
X3		0,888	Reliabel
X4		0,887	Reliabel
X5		0,882	Reliabel
X6		0,885	Reliabel

X7		0,890	Reliabel
X8		0,887	Reliabel
X9		0,887	Reliabel
X10		0,899	Reliabel
X11		0,889	Reliabel
Y1		0,909	Reliabel
Y.2		0,910	Reliabel
Y.3		0,911	Reliabel
Y.4		0,914	Reliabel
Y.5	0,918	0,909	Reliabel
Y.6		0,905	Reliabel
Y.7		0,908	Reliabel
Y.8		0,911	Reliabel
Y.9		0,907	Reliabel
Y.10		0,909	Reliabel

Based on the results of the reliability calculations in Table 2, all indicators have a calculated Cronbach Alpha value that is > 0.6 and a Cronbach Alpha If item deleted value is $<$ calculated Cronbach Alpha value. The reliability test criteria are met, then all variables are declared reliable and further statistical calculations can be carried out, namely Simple Linear Regression.

Simple Linear Regression Analysis

Table 3. Simple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	33.529	4.594		7.299	.000
Medsos_instagram	.106	.051	.201	2.081	.040

a. Dependent Variable: Purchase Intention

Based on the table 3 above, then included in the sale:

$$Y = \alpha + \beta X + e$$

$$Y = 33,529 + 0,106 X + e$$

The Standardized Coefficients Beta value of the effect of Instagram social media marketing on purchase intention is 0.201, which means that partially Instagram social media marketing has an effect on purchase intention.

Partial Significance Test (t-test)

Table 4. Hypothesis Test of the Effect of Variable X on Y (t-test)

Hypothesis	T _{count}	t _{table}	Sig. ≤0,05	Result
H ₁ : Instagram social media marketing	2,081	1.660	0,050	H1 Accepted

Source: Data Processed by Researchers, 2023

In the table 4, based on hypothesis testing on the Instagram social media marketing variable (X) which has been carried out states that the hypothesis can be accepted. This statement is supported by the results of the t-test, it is known that the Instagram social media marketing variable (X) has a t count > t table (2.081 > 1.660) with sig. 0.000. This means accepting H1 which shows that the Instagram social media marketing variable has a significant positive effect on the variable of purchase intention of eyelash extension users.

Coefficient of Determination (R²)

Table 5. Determination Coefficient of Instagram social media marketing on Purchase Intentions

Model Summary				
Mo del	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 ^a	.479	.468	2.88541

a. Predictors: (Constant), Social Media Instagram

Based on the table above the Coefficient of Determination (KD) = (R²) = 47.9%. It can be concluded that the influence of Instagram social media marketing (X) on purchase intention (Y) is 47.9%, while the remaining 52.1% is influenced by other factors not examined in this study.

DISCUSSION

The count obtained from the data analysis using simple linear regression is 2.081. When comparing the obtained t-value (count = 2.081) with the critical t-value (table = 1.660) at a significance level of 95% (α = 0.05), it can be inferred that there is a significant influence of Instagram social media marketing on the purchase intention of users of eyelash extensions. Promotion is a critical determinant in marketing that aids companies in gaining a competitive edge and influencing consumer purchasing decisions. Promotion is a crucial element within the marketing mix that companies must effectively incorporate to promote their services. Promotional activities serve as a means of communication between companies and consumers and a mechanism to influence consumer purchasing behavior. Promotion is an essential marketing activity that involves disseminating information regarding the advantages and merits of a particular product, with the ultimate goal of influencing and convincing the intended consumer base to make a purchase (Amstrong et al., 2012).

One example of a promotional strategy utilizing social media is the platform Instagram. Instagram is a widely utilized social networking application that facilitates sharing of photos and information among its users. It enables

individuals to capture photos, apply digital filters, and subsequently distribute them to other users on the platform. Additionally, Instagram allows for seamless integration with various social networking services, including but not limited to Instagram, Facebook, Twitter, TikTok, and other comparable platforms. Instagram has emerged as a preferred platform for promotional activities and online sales among numerous online retailers, owing to its distinct presence compared to other social media platforms like Facebook and Twitter. Moreover, Instagram is favored over emerging marketplaces like Tokopedia, Shopee, Buka Lapak, and others due to its user-friendly interface, even though online marketplaces offer enhanced security measures compared to selling solely through Instagram.

The concept of purchase intention refers to the phase in which a consumer demonstrates a proclivity toward action before finalizing a purchase choice (Lee et al., 2016). Purchase intention is a crucial factor influencing a consumer's decision-making process to purchase a specific product or service, as stated by Hansen (2013). Thamishvanan and Xavier (2013) assert that the intention to engage in online shopping manifests consumers' inclination to purchase through digital platforms. Customers in this scenario employ purchase intention indicators to assess the merits of the product they intend to purchase. These indicators include conducting thorough research on product quality, exhibiting a desire for immediate purchase, and displaying a preference for specific products.

This study's findings align with Adenia's (2019) research, which indicates that Instagram social media exerts a positive and substantial impact on consumer purchasing intention. Based on the findings of a study conducted by Intan Novita Sari (2021), a significant relationship has been observed between the promotional factor on the Instagram social media platform (X) and the variable of purchasing intention (Y). The observed impact of the independent variables on the dependent variable under investigation accounts for 32% of the total variation, leaving the remaining 68% of the outcomes to be attributed to unexamined variables or other contributing factors. Similarly, the findings of Ardian Nur Hudha's (2018) study indicate a noteworthy positive impact of Instagram social media promotion on the culinary purchasing interest of followers of the @kulinerdisol account in Surakarta. This finding is supported by the statistical analysis, which yielded a t-value of 33.238, exceeding the critical value of 1.652.

Additionally, the p-value of 0.000 was less than the predetermined significance level of 0.05. The study found that the marketing communication strategy implemented on Instagram social media significantly impacts 73.5% of consumers' purchase intention. However, it is important to note that other variables are not included in the observed variables that account for the remaining 26.5% influence on purchase intention.

CONCLUSIONS AND RECOMMENDATIONS

This study aims to examine the impact of the independent variable, specifically social Instagram (X), on the dependent variable, namely purchase intention (Y). To ascertain the impact through the utilization of the t-test. Based on the findings and subsequent discourse, a significant relationship exists between the variable of Instagram social media marketing (X) and the variable of purchase intention (Y) among users of eyelash extensions. Consequently, the hypothesis (H1) is supported.

Based on the findings mentioned earlier, several recommendations can be proposed. Specifically, Marisaeyelash's Instagram social media platform should enhance the quantity and quality of content on eyelash extension products. This approach aims to foster engagement and captivate the interest of their followers. Marisaeyelash has the potential to enhance its promotional efforts by leveraging Instagram as a platform, thereby potentially augmenting the purchase intentions of its followers in the foreseeable future.

FURTHER STUDY

Future researchers can enhance this study by employing alternative methodologies to investigate the impact of Instagram social media marketing on purchase intentions. For instance, conducting in-depth interviews with participants can yield a more diverse range of information compared to relying solely on pre-existing questionnaire responses.

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