

EFFECTIVENESS OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION: A STUDY OF INSTAGRAM FOLLOWERS OF @ANTRE.SUSU

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ABSTRACT

This study aims to analyze the effect of Social Media Marketing on Purchase Intention among followers of the Instagram account @antre.susu. A quantitative approach was employed using a survey method. The study population consisted of 2,031 followers, with a sample of 96 respondents determined using Slovin's formula at a 10% margin of error. The sampling technique used was simple random sampling, and data were collected through a 5-point Likert scale questionnaire. The Social Media Marketing variable was measured through four dimensions: Entertainment, Interactivity, Trendiness, and Customization, while Purchase Intention was measured through Transactional, Referential, Preferential, and Explorative Intention dimensions. Data analysis was conducted using simple linear regression with SPSS version 25. The results revealed that Social Media Marketing had a positive and significant influence on Purchase Intention ($\beta = 0.362$; Sig. $0.000 < 0.05$), with a coefficient of determination (R^2) of 0.152, indicating that it explains 15.2% of the variance in purchase intention. These findings demonstrate that engaging, interactive, and relevant social media content significantly enhances consumer purchase intentions. The results support the Theory of Planned Behavior (TPB) and provide practical implications for businesses like @antre.susu to improve the quality and consistency of their digital marketing content. Future research is recommended to include mediating variables such as brand image and trust to achieve a more comprehensive understanding.

Key words: Social Media Marketing; Purchase Intention; Instagram; Theory of Planned Behavior; Digital Marketing.

INTRODUCTION

The development of digital technology over the past two decades has brought about a major transformation in the world of business and marketing. Social media is no longer seen simply as a means of communication between individuals, but has evolved into a strategic platform that plays a crucial role in marketing activities, branding, and consumer decision-making (Salhab et al., 2023). This trend aligns with the increasing global internet usage that is driving changes in consumer behavior, particularly the younger generation, who now interact, seek information, and conduct transactions more through social media than through traditional media (Zeqiri et al., 2025). In a marketing context, social media offers advantages over conventional media due to its interactive, real-time, and user-participatory nature. Consumers are no longer passive recipients of information, but can instead act as content creators by sharing experiences, reviews, and product recommendations. This pattern creates an environment rich in electronic word of mouth (e-WOM) that contributes to the formation of consumer attitudes and purchase intentions (Algharabat et al., 2020).

This phenomenon is particularly relevant in Indonesia, a country with one of the highest social media penetration rates in the world. The 2023 Digital Report: Indonesia recorded 167 million active social media users in January 2023, equivalent to 60.4% of the total population (DataReportal, 2023). Of this number, Instagram is one of the most dominant platforms with over 89.15 million active users, making it a potential market for businesses. In fact, data from NapoleonCat 2023 shows that Instagram users in Indonesia reached 94.54 million accounts during the same period, with the majority coming from the 18–34 age group (NapoleonCat, 2023). This age group is known to have high purchasing power and is often a primary target in digital marketing strategies. This fact demonstrates Instagram's strategic role in influencing consumer behavior in Indonesia.

One local brand actively utilizing Instagram is @antre.susu, a milk and coffee-based beverage business in Bandung. This brand presents a lifestyle beverage concept packaged in a contemporary way, supported by attractive visual design, interactive content, and consistent promotional activities. However, a common phenomenon that often occurs in social media-based businesses is the imbalance between digital engagement such as the number of likes, comments, or shares with real conversions in the form of purchases. This raises the question: is social media marketing through Instagram truly effective in driving consumer purchase intention, especially followers of the @antre.susu account?

The concept of purchase intention is an important variable in consumer behavior. Ajzen through his Theory of Planned Behavior (TPB), explains that purchase intention is a consumer's psychological tendency to purchase a particular product after evaluating information, attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Purchase intention is considered a strong indicator that can predict actual consumer behavior. Without purchase intention, consumers are unlikely to make a purchase, even if they are exposed to intensive promotions. Therefore, understanding the factors that influence purchase intention is crucial in marketing research.

Several previous studies have yielded mixed results regarding the relationship between social media marketing and purchase intention. Algharabat found that social media marketing can significantly increase purchase intention through perceived value (Algharabat et al., 2020). However, Ali and Naushad reported that the direct effect of social media marketing on purchase intention was insignificant, but rather mediated by brand image (Ali & Naushad, 2023). A different finding was also demonstrated by An and Ngo's study, which confirmed that social media marketing activities play a significant role in influencing Generation Z's purchase intention towards organic cosmetics, particularly through interaction and e-WOM (An & Ngo, 2025). These differing findings create an empirical gap that requires further testing in different contexts, particularly within the local beverage industry in Indonesia.

To strengthen the analysis, this study uses the Theory of Planned Behavior (TPB) (Ajzen, 1991). According to TPB, purchase intention is influenced by attitude toward behavior, subjective norm, and perceived behavioral control. In the context of social media marketing, Instagram content can shape positive consumer attitudes toward products, encourage subjective norms through online community interactions, and increase behavioral control by providing easy access to information. Thus, this study aims to investigate the influence of social media marketing activities on the Instagram account @antre.susu on the purchase intention of its followers.

METHOD

This study employs a quantitative approach using a survey method as the primary strategy to collect numerical data from respondents. The quantitative approach was chosen because the objective of this research is to empirically examine the influence of Social Media Marketing (SMM) on Purchase Intention among followers of the Instagram account @antre.susu. This approach allows for the objective analysis of relationships between variables through measurable instruments and inferential statistical techniques (Creswell & Creswell, 2017).

The survey method was implemented using a structured questionnaire developed based on the indicators of each research variable. The independent variable, Social Media Marketing (SMM), was measured through four main dimensions: Entertainment, Interactivity, Trendiness, and Customization (Ahmad Luthfi Hanif, 2025). Meanwhile, the dependent variable, Purchase Intention, was measured through four dimensions, namely Transactional Intention, Referential Intention, Preferential Intention, and Explorative Intention (Septiani dkk., 2024). The population of this study consists of all followers of the Instagram account @antre.susu, totaling 2,031 users as of October 2025. The sample size was determined using the Slovin formula with a 10% margin of error, as follows:

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{2.031}{1+2.031(0,10)^2} = \frac{2.031}{1+20,31} = \frac{2.031}{21,31} \approx 95, 28$$

Thus, the minimum required sample is 96 respondents. The sampling technique applied was simple random sampling, ensuring that every member of the population had an equal opportunity to be selected (Sugiyono, 2016).

The research instrument consisted of a five-point Likert scale questionnaire, with responses ranging from 1 = strongly disagree to 5 = strongly agree. Prior to data collection, the instrument underwent expert judgment to assess the content validity and theoretical relevance of each indicator, followed by empirical testing using a pilot sample. The validity of the instrument was tested using Pearson's product-moment correlation ($r > 0.3$; $p < 0.05$), while reliability was measured using Cronbach's Alpha, where a coefficient of ≥ 0.70 indicates internal consistency (Hair, 2009; Tavakol & Dennick, 2011).

The collected data were analyzed using simple linear regression analysis to examine the direct effect of the independent variable (Social Media Marketing) on the dependent variable (Purchase Intention). The regression model is expressed as follows:

$$Y=a+bX+e$$

where Y denotes the Purchase Intention score, X represents the composite score of Social Media Marketing, a is the constant, b is the regression coefficient, and e is the error term. The analysis was performed using IBM SPSS Statistics version 25 to determine the significance of the relationship between the variables (Ghozali, 2018).

The research paradigm illustrates a unidirectional relationship, where Social Media Marketing (X) acts as the independent variable and Purchase Intention (Y) serves as the dependent variable. This paradigm reflects the conceptual framework in which digital marketing activities on social media are assumed to influence consumers' purchase intentions toward a brand or product (Algharabat et al., 2020).

The research paradigm is structured as Social Media Marketing (X) Purchase Intention (Y)



Figure 1. Research Paradigm

The research hypothesis is formulated as follows:

H₀: Social Media Marketing activities on the Instagram account @antre.susu have no significant effect on followers' Purchase Intention ($\beta = 0$).

H₁: Social Media Marketing activities on the Instagram account @antre.susu have a positive and significant effect on followers' Purchase Intention ($\beta > 0$).

RESULTS AND DISCUSSION

The validity test aims to ensure that each questionnaire item accurately measures the intended construct. Based on the Pearson Product-Moment correlation results, all items in the Social Media Marketing (SMM) and Purchase Intention (PI) variables have correlation coefficients (r-count) ranging between 0.309–0.682 for SMM and 0.235–0.657 for PI, with significance values $p < 0.05$. Thus, all items are considered valid, as they meet the criteria of r-count > 0.3 and significance < 0.05 (Hair, 2009). The following is Table 1 which presents Validity Test Results.

Table 1. Validity Test Results

Variable	Item Range (r count)	Sig.	Result
Social Media Marketing (X)	0.309 – 0.682	< 0.05	Valid
Purchase Intention (Y)	0.235 – 0.657	< 0.05	Valid

(Source: SPSS Output (2025))

These results indicate that each questionnaire item represents the measured construct well and can be used in further analysis.

The reliability test measures the internal consistency of questionnaire items. The results show that the Social Media Marketing variable has a Cronbach's Alpha of 0.706, while the Purchase Intention variable has 0.678. Both exceed the minimum threshold of 0.60, indicating that the instruments are reliable (Tavakol & Dennick, 2011). The following is Table 2 which presents Reliability Test Results.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Remark
Social Media Marketing	0.706	Reliable
Purchase Intention	0.678	Reliable

(Source: SPSS Output (2025))

These values demonstrate that the questionnaire items are consistent and dependable for measuring the intended constructs (Taherdoost, 2016).

The normality test determines whether the residual data are normally distributed. The Kolmogorov–Smirnov test was used, with data considered normal if Sig. > 0.05 (Ghozali, 2018). The following is Table 3 which presents Normality Test Results.

Table 3. Normality Test Results

Statistic	Value
Kolmogorov–Smirnov Z	0.063
Sig. (2-tailed)	0.200
Result	Data are normally distributed

(Source: SPSS Output (2025))

Therefore, The significance value of 0.200 (> 0.05) indicates that the residuals are normally distributed, fulfilling one of the main assumptions of regression analysis.

The linearity test assesses whether the relationship between independent and dependent variables is linear. A relationship is considered linear if Linearity Sig. < 0.05 and Deviation from Linearity Sig. > 0.05 (Ghozali, 2018). The following is Table 4 which presents Linearity Test Results.

Table 4. Linearity Test Results

Variable Relationship	F	Sig. Linearity	Sig. Deviation from Linearity	Remark
SMM → PI	17.622	0.000	0.216	Linear

(Source: SPSS Output (2025))

This finding supports the study by Febriansyah et al., which revealed that social media marketing activities on Instagram have a linear effect on purchase intention due to ease of interaction and strong visual exposure (Febriansyah et al., 2024).

Simple linear regression was used to measure the direct effect of Social Media Marketing on Purchase Intention. The following is Table 4 which presents Simple Linear Regression Results and Table 6 which presents Determination Coefficient.

Table 5. Simple Linear Regression Results

Model	B	Std. Error	t	Sig.
Constant	14.049	2.697	5.209	0.000
Social Media Marketing	0.362	0.088	4.107	0.000

(Source: SPSS Output (2025))

Table 6. Determination Coefficient

R	R Square	Adjusted R Square	Std. Error of Estimate
0.390	0.152	0.143	2.546

(Source: SPSS Output (2025))

The results indicate a positive and significant influence of Social Media Marketing on Purchase Intention ($p = 0.000 < 0.05$). The R^2 value of 0.152 shows that Social Media Marketing explains 15.2% of the variation in Purchase Intention, while the remaining 84.8% is influenced by other factors such as brand trust, perceived quality, and brand image (Huda et al., 2022). The findings reveal that Social Media Marketing has a positive and significant effect on Purchase Intention among followers of the Instagram account @antre.susu. This means that the more engaging, interactive, and trendy the marketing content, the higher the consumers' intention to purchase. The results are consistent with studies by Anas et al. and Febriansyah et al., who found that the entertainment and interactivity dimensions of social media marketing significantly increase consumer engagement and purchase intention, particularly among younger users (Anas et al., 2023; Febriansyah et al., 2024).

From a theoretical perspective, these findings support the Theory of Planned Behavior, which states that purchase intention is influenced by attitudes toward behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). Instagram content can shape positive consumer attitudes, strengthen subjective norms through community interactions, and increase perceived control by providing easy access to product information. The R^2 value of 0.152 also indicates that while Social Media Marketing plays a significant role, other factors such as brand trust, image, and electronic word of mouth (e-WOM) also influence purchase intention. This aligns with Widiasti Fauzia and Permana, who found that the effect of SMM on purchase intention becomes stronger when mediated by brand image and trust (Widiasti Fauzia & Permana, 2024).

Overall, the results demonstrate that social media marketing effectiveness is not determined solely by posting frequency but by the quality and interactivity of content that fosters emotional engagement between the brand and its audience. For @antre.susu, this implies that maintaining consistent, trendy, and customer-centered content will strengthen engagement and enhance purchase intention among followers.

CONCLUSION

Based on the results and analysis, this study concludes that Social Media Marketing has a positive and significant effect on Purchase Intention among followers of the Instagram account @antre.susu. This finding indicates that the more engaging, interactive, and relevant the social media content, the stronger the consumers' intention to purchase the promoted product. The result confirms the hypothesis that social media marketing serves as a strategic factor in shaping consumer purchase intention, particularly among digitally active young consumers. Theoretically, this study reinforces the Theory of Planned Behavior (TPB), suggesting that positive attitudes, social norms, and perceived behavioral control play a key role in driving purchase intention. Practically, it implies that businesses such as @antre.susu should enhance content quality and consistency to build consumer engagement and trust. Future research is recommended to include mediating variables such as brand trust, e-WOM, or brand image to provide a more comprehensive understanding of how digital marketing strategies influence consumer purchase intentions.

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