

## **THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON PURCHASE INTENTION OF INSTAGRAM FOLLOWERS @tianlala.upigerlong**

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### **ABSTRACT**

This study aims to analyze the effect of *Social Media Marketing Activities* (SMMA) on *Purchase Intention* among followers of the Instagram account @tianlala.upigerlong. A quantitative approach with a descriptive and verificative design was employed. The research population consisted of 4,344 Instagram followers, and a sample of 98 respondents aged 18–22 years was determined using the Slovin formula with a 10% margin of error. Data were collected through an online questionnaire using a five-point Likert scale and analyzed using simple linear regression with IBM SPSS Statistics version 26. The validity and reliability tests confirmed that all items for the SMMA variable (9 items) and *Purchase Intention* variable (6 items) were valid and reliable. The regression analysis revealed a coefficient of determination ( $R^2$ ) of 0.546, indicating that 54.6% of the variation in *Purchase Intention* was explained by SMMA, with a  $t$ -value of 10.753 and a significance level of 0.000 ( $<0.05$ ). These results indicate that social media marketing activities have a positive and significant effect on consumers' purchase intentions. Theoretically, the study reinforces the importance of digital marketing strategies in building consumer engagement and positive brand perception. Practically, the findings suggest that Tianlala Gerlong managers should enhance creative, interactive, and relevant content strategies to increase audience engagement and purchase intention. Future research is recommended to include mediating variables such as *brand trust* or *customer engagement* to deepen understanding of the SMMA influence mechanism.

**Key words:** Social Media Marketing Activities; Purchase Intention; Instagram Marketing; Consumer Behavior.

### **INTRODUCTION**

The rapid development of digital technology has changed the way businesses interact with consumers, making social media one of the most influential marketing platforms today. Social media has evolved from a communication tool to a powerful marketing channel, allowing businesses to interact with customers, share brand experiences, and shape consumer perceptions through interactive and personalized content (Bilgin, 2018; Alnaser et al., 2024). In Indonesia, the popularity of platforms such as Instagram has significantly influenced consumer behavior, especially among the younger generation who are highly responsive to digital content and online interactions (Moslehpour et al., 2022). The increasing dominance of social media marketing has prompted companies to implement Social Media Marketing Activities (SMMA) that include entertainment, interaction, trends, personalization, and electronic word-of-mouth (Yadav & Rahman, 2018), in order to increase consumer engagement and stimulate purchase intent. However, higher social media activity does not always automatically indicate a strong level of purchase intention among followers. This raises the question of how aspects of social media marketing activities (e.g., entertainment, interaction, trending content, electronic word-of-mouth, and customization) specifically affect the purchase intent of Tianlala's Instagram followers at Gerlong outlets.

Previous studies have shown that social media marketing (SMMA) plays a critical role in shaping brand perception and consumer behavior. For example, Dayoh et al. (2022) found that social media marketing activities positively influence purchase intent through value equity and brand engagement in the beauty industry, while Abdullah et al. (2025) highlight that brand trust and brand image act as intermediate variables in strengthening the relationship between SMMA and purchase intent in the fast-consumable consumer goods (FMCG) sector. In addition, previous research has shown that Social Media Marketing Activities (SMMA) consists of five main dimensions: entertainment, interaction, trendiness, customization, and electronic word of mouth (E-WOM) (Seo & Park, 2018; Fetais et al., 2022). Alnaser et al. (2024) confirm that social media marketing increases purchase intent both directly and indirectly through perceived value and social brand engagement, suggesting that consumers' emotional and cognitive responses to online brand interactions influence their decision-making. However, despite the growing interest in SMMA, research exploring their impact in the context of local or small-scale businesses, such as student-run or community-based brands, is still limited. This research gap provides an opportunity to analyze how SMMA's strategies influence consumer purchase intent in smaller digital ecosystems, such as the local business community on Instagram.

The case of @tianlala.upigerlong, a student-based business brand that operates through Instagram, offers an interesting context for this study. As a micro-brand that thrives in a university environment, Tianlala leverages social media not only to promote its products but also to increase engagement, creativity, and community identity among its followers. This research gap underscores the importance of further study of how each dimension of social media marketing activities affects purchase intent in the context of the Tianlala brand,

particularly on the Instagram account @tianlala.upigerlong which has a local audience with strong visual preferences and interactions.

Theoretically, this research is expected to contribute to a deeper understanding of the effectiveness of *the dimensions of Social Media Marketing Activities* (SMMA) in building *purchase intention* among Instagram users. In addition, this study also aims to fill the gap in literature that is still limited in examining the application of SMMA in the context of beverage franchise brands. Practically, the results of this study are expected to provide strategic insights and recommendations for Tianlala Gerlong managers in optimizing marketing strategies through social media. The research findings are expected to be a reference in the development of content that is more interesting, interactive, and relevant to the audience's preferences and behaviors, so as to be able to increase the engagement and purchase intention of its followers.

**METHOD**

This study uses a quantitative approach with a descriptive and verifiable design, which aims to objectively test the relationship and influence between independent and dependent variables through the use of standardized instruments (Azwar, 2007). The independent variable in this study is *Social Media Marketing Activities* (SMMA), while the dependent variable is *Purchase Intention*. The study population consisted of 4,344 followers of the @tianlala.upigerlong Instagram account, with a sample of 98 respondents determined using the Slovin formula and a margin of error of 10%.

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

The selected respondents were between 18–22 years old and had followed and interacted with the account. Data collection was carried out through an online survey using Google Form, which contained 15 statements on a Likert scale of 5 points (1 = strongly disagree to 5 = strongly agree). The research instrument includes three main parts, namely: (1) respondent demographic data (gender, age, intensity of Instagram use); (2) the SMMA variable indicator which includes five main dimensions: *entertainment, interaction, trendiness, customization, and electronic word of mouth*; and (3) the Purchase Intention variable indicator which consists of *transactional, referential, preferential, and explorative* dimensions (Yadav & Rahman, 2018; Dodds et al., 1991). The data was analyzed using simple linear regression analysis through IBM SPSS Statistics software version 26.0. The statistical tests used include correlation coefficient (R), determination coefficient (R<sup>2</sup>), F test to assess the significance of the model simultaneously, and t-test to measure the partial influence of independent variables on dependent variables.

**RESULTS AND DISCUSSION**

Based on the results of the validity and reliability test of the research instrument, all statement items in the Social Media Marketing Activities (SMMA) and Purchase Intention (PI) variables were declared valid and reliable. The validity test shows that all statements have an r-count value greater than 0.300, so it can be concluded that each question item has a good ability to measure the construct or variable in question (Azwar, 2007). This means that each statement on the questionnaire has been empirically tested to accurately represent the concept of social media marketing activities and consumer purchase intentions.

**Table 1. Validity and Reliability Test Result**

Variable	Number of Items	Valid Items (r-count > 0.300)	Reliability Coefficient (Cronbach's Alpha)	Criteria	Description
Social Media Marketing Activities (SMMA)	9	9	0.911	> 0.70	Reliable
Purchase Intention (PI)	6	6	0.872	> 0.70	Reliable
Total Average	15	15 (100%)	0.892	–	All items valid and reliable

(Source: Primary data processed using SPSS version 26 (2025))

The results of the reliability test showed that the SMMA variable obtained a Cronbach's Alpha value of 0.911, while the PI variable had a value of 0.872. Both values are above the minimum threshold of 0.70 as stated by Nunnally (1978) and Ghozali (2021), which indicates that both variables have a high level of internal consistency. Thus, the instruments used in this study can be trusted and produce stable data when used again under similar conditions. Overall, these results show that the research instrument is feasible to analyze the

influence of *Social Media Marketing Activities* on *Purchase Intention* in followers of the Instagram account @tianlala.upigerlong, because all of its statement items have met the criteria of validity and good reliability.

**Table 2. Results of the Coefficient of Determination (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 <sup>a</sup>	.546	.542	1.988

a. Predictors: (Constant), Social Media Marketing Activities

b. Dependent Variable: Purchase Intention

(Source: Primary data processed using SPSS version 26 (2025))

Based on the results of simple linear regression analysis in the *Model Summary* table, the value of the correlation coefficient (R) was 0.739, the determination coefficient (R<sup>2</sup>) was 0.546, the Adjusted R<sup>2</sup> was 0.542, and the Standard Error of the Estimate was 1.988. The R value shows that there is a strong and positive relationship between the variables of *Social Media Marketing Activities (SMMA)* and *Purchase Intention*, which means that the increase in marketing activities on social media is directly proportional to the increase in the purchase intention of followers of the Instagram account @tianlala.upigerlong. According to Guilford in Sugiyono (2019), correlation values in the range of 0.70–0.90 are categorized as strong relationships.

Furthermore, an R<sup>2</sup> value of 0.546 indicates that 54.6% of the variation in *Purchase Intention* is explained by *Social Media Marketing Activities*, while the remaining 45.4% is influenced by other factors outside the model, such as product quality, price, and brand trust. An Adjusted R<sup>2</sup> value (0.542) that is close to R<sup>2</sup> indicates that the model has good stability and predictive ability for the study population (Ghozali, 2021). Thus, this regression model is effective in explaining the variation in purchase intent based on the main dimensions of SMMA: *entertainment, interaction, trendiness, customization, and electronic word of mouth (E-WOM)* (Seo & Park, 2018).

Conceptually, these results reinforce the findings of previous research by Yadav and Rahman (2018) and Alnaser et al. (2024) which stated that social media marketing activities contribute significantly to the formation of purchase intent through increased *customer engagement* and *perceived value*. In the context of local brands such as Tianlala Gerlong, these results show that the optimization of SMMA elements, particularly in the aspects of digital interaction and engaging entertainment content, can be a decisive factor in increasing the buying interest of young consumers on the Instagram platform. Thus, the R<sup>2</sup> value of 0.546 provides empirical evidence that *social media marketing activities* have an important role in influencing *purchase intention* in a real and significant way.

**Table 3. Results of the Simple Linear Regression Test**

Model	Coefficients <sup>a</sup>				Sig.	Collinearity Statistics	
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t		Tolerance	VIF
1	(Constant)	6.564	1.666		3.940	.000	
	Social Media Marketing Activities	.493	.046	.739	10.753	.000	1.000

a. Dependent Variable: Purchase Intention

(Source: Primary data processed using SPSS version 26 (2025))

The resulting regression equation shows that a constant value of 6.564 describes the base level of *Purchase Intention* when the *Social Media Marketing Activities (SMMA)* variable is zero. The regression coefficient of 0.493 has a positive direction, indicating that every one unit increase in social media marketing activities will increase buying intent by 0.493 units. In other words, the more intensive and quality marketing activities carried out through social media, the higher the tendency of consumers to buy Tianlala products.

The results of the analysis also showed a t-value of 10.753 with a significance of 0.000 (< 0.05), which means that *Social Media Marketing Activities* have a positive and significant effect on *Purchase Intention*. These findings confirm that marketing strategies on social media play a real role in increasing the buying interest of followers of the Instagram account @tianlala.upigerlong. These results are consistent with the research of Yadav and Rahman (2018) and Alnaser et al. (2024) which proves that interesting, interactive, and relevant social media marketing activities are able to increase *customer engagement* and encourage consumer purchase intent.

Theoretically, these results are in line with the view of Bilgin (2018) who emphasizes that social media is a strategic means to build emotional connections between brands and consumers through creative and participatory content. In the context of Tianlala Gerlong's local brand, the application of the SMMA dimension: *entertainment, interaction, trendiness, customization, and electronic word of mouth (E-WOM)* has proven to be

effective in strengthening brand appeal and influencing purchasing decisions. Thus, the resulting regression model can be concluded to be valid and significant in explaining the relationship between social media marketing activities and the purchase intention of followers of the Instagram account @tianlala.upigerlong.

## CONCLUSION

The results of this study show that *Social Media Marketing Activities (SMMA)* have a positive and significant influence on the *Purchase Intention* of followers of the Instagram account @tianlala.upigerlong. This means that the more effective the implementation of social media marketing activities which includes *the dimensions of entertainment, interaction, trendiness, customization, and electronic word of mouth (E-WOM)*, the higher the consumer purchase intention for Tianlala products. Theoretically, this study confirms the important role of digital marketing strategies in building engagement and positive perceptions of brands, especially among young consumers who are active on social media. Practically, this result is an input for Tianlala Gerlong managers to develop a more creative, interactive, and relevant content strategy to strengthen relationships with audiences and increase buying interest. For future research, it is recommended to add mediation variables such as *brand trust* or *customer engagement* to expand understanding of the mechanism of influence of SMMA on consumer purchasing behavior.

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