

EXPLORING HOW BRAND ENGAGEMENT SHAPES PURCHASE INTENTION OF @HARMONY.BAKMIDIMSUM INSTAGRAM FOLLOWERS

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ABSTRACT

This research focuses on examining the impact of Brand Engagement on Purchase Intention among followers of the Instagram account @harmony.bakmidimsum. The approach used is quantitative research utilizing a survey approach via the distribution of digital questionnaires to 99 respondents who are active followers of the account. The research instrument was evaluated for both validity and reliability, and analyzed using simple linear regression assisted by the IBM SPSS Statistics program version 25. The results showed that all statement items were declared valid and reliable, with Cronbach's Alpha values of 0.926 for Brand Engagement and 0.771 for Purchase Intention, respectively. The coefficient of determination (R^2) value of 0.545 indicates that 54.5% of the variation in Purchase Intention is explained by Brand Engagement, while the rest is influenced by additional elements beyond the investigation framework. The t-test results show a t-count value of 10.782 with a significance level of 0.000, showing a positive and noteworthy impact of Brand Engagement on Purchase Intention. This finding indicates that the higher the level of audience engagement with a brand on social media, the greater their intention to purchase the product offered. Thus, increasing digital interaction through social media has proven effective in building consumer purchasing intentions, especially in the context of culinary marketing on the Instagram platform.

Key words: Brand Engagement; Purchase Intention; Instagram Marketing; Digital Interaction; Consumer Behavior

INTRODUCTION

In recent years, purchase intention has become a crucial indicator in digital marketing studies, as it directly relates to consumer behavior, which ultimately drives company revenue and ensures long-term business sustainability (Multazam & Suastrini, 2024). Consumer behavior has also undergone significant changes, as they no longer solely assess products based on their physical appearance but are also influenced by various forms of digital interaction present in their daily environment. These digital interactions can include engaging social media content, online reviews from other consumers, and testimonials from users who have previously tried the product or service (Al-Halawey & Butt, 2023). In Indonesia, the rapid increase in internet penetration and the rise of Instagram, a popular social media platform, have significantly impacted consumer consumption patterns. Existing research shows that companies that maintain the engagement of their followers on social media generally demonstrate higher levels of consumer purchase intention than companies that are less active in managing digital relationships with their audiences (Sakti, Rudito & Belgiawan, 2023). However, in both the pandemic and post-pandemic contexts, variations in the strength of consumer purchase intentions have been found. Several studies have highlighted that although engagement levels on social media have increased significantly, this does not necessarily translate into increased purchase intentions, particularly when consumers have low levels of trust or perceive high risk in making a purchase (Septiarini & Wisudawati, 2021). This phenomenon demonstrates that simply having intense digital interactions between brands and consumers does not always generate strong purchase intentions.

A closer look at industry data reveals a similar trend in top-down official reports. Digital marketing reports note a significant 25% increase in spending on Instagram ads and interactive content promotions by Indonesian MSMEs over the past 12 months compared to the previous year (DataBox Digital Marketing Survey Center, 2024). However, a survey by an independent agency revealed an interesting finding: although more than 70% of Instagram users aged 18–34 actively engage in interactions such as liking, commenting, and saving brand content, only around 40–50% of them actually report purchasing intent after viewing the content (Indonesia Online Survey, Q3 2024). These findings demonstrate a clear gap between engagement levels and consumer purchase intentions. This gap can be explained by the influence of other factors, including consumer trust in the brand, the credibility of the published content, the perceived value offered by the product, and the presence of social proof validating consumer purchasing decisions.

In practice, the concept of brand engagement is increasingly being adopted as a key digital marketing strategy, particularly by companies operating in the culinary and food industries. Various noodle and dim sum brands, as well as local foodpreneurs, utilize Instagram to post a variety of engaging content, from visually appealing menu photos and cooking videos showcasing product quality to customer testimonials that reinforce brand image, and engaging interactions through stories and polls to increase awareness and build engagement with followers (Sakti, Rudito & Belgiawan, 2023; Multazam & Suastrini, 2024). However, field observations, particularly in Bandung,

indicate that many culinary accounts, including @harmony.bakmidimsum, actively produce high-quality visual content and regularly share customer testimonials. However, it remains unclear to what extent these digital activities are actually capable of generating significant purchase intention among their audiences. This raises an important question: is the content they display strong enough to trigger consumers' purchasing desires, or are there still various obstacles, for example related to brand reputation factors, product price levels, or perceived value that weaken these purchasing intentions.

Therefore, based on the extensive description presented, this study specifically aims to explore how brand engagement can shape purchase intention among followers of the Instagram account @harmony.bakmidimsum. The findings of this research are anticipated to not just present a summary of whether the digital interactions carried out and social proof displayed through popular content on the account truly have a role in driving consumer purchase intention, but also to identify which content implementation factors are most influential in increasing or even inhibiting purchase intention from the audience.

METHOD

This research employs a quantitative method with a survey approach through the dissemination of online questionnaires to the audience of the Instagram account @harmony.bakmidimsum. This approach is used to analyze the correlation between brand engagement and purchase intentions in a measurable manner based on numerical data obtained from respondents (Creswell & Creswell, 2018). The population in this study was all followers of the @harmony.bakmidimsum account, totaling 8,748 accounts in October 2025. Due to the large population and limited research time, the sample size was determined using derived from the Slovin formula with a 10% margin of error, resulting in 99 respondents considered representative of the population (Taherdoost, 2016). Participants were chosen using a purposive sampling method with the criteria of active followers who had interacted with or viewed the account's uploaded content (Etikan & Bala, 2017). The research instrument, a questionnaire, was developed based on indicators from previous research. Brand engagement was measured through three main dimensions: cognitive processing, affection, and activation (Hollebeek et al., 2014), while purchase intentions were measured based on the consumer behavior model of Fishbein and Ajzen (1975), which has been widely used in digital marketing research (Yadav & Rahman, 2018). Each statement used a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Prior to analysis, the research instrument was tested for validity and reliability, and classical assumptions were tested using a normality test. Data evaluation was conducted with simple linear regression with IBM SPSS Statistics version 25 to assess the effect of online visual content on purchase intentions. Furthermore, hypothesis testing involved the use of the coefficient of determination (R²) and a partial t-test to evaluate the strength and statistical significance of the relationship between variables.

RESULTS AND DISCUSSION

According to the findings from the validity assessment, the Brand Engagement (X) variable obtained the highest r-calculated value of 0.734, while the Purchase Intention (Y) variable obtained an r-calculated value of 0.361. With a total sample size of 99 participants (N = 99) and a significance threshold of 5%, the value from the r-table utilized as the validity limit was 0.197. Since all calculated r-values surpassed the table r-value (r_{calculated} > r_{table}), all statement items regarding both variables have been determined to be valid. These results indicate that each indicator used in the questionnaire was able to measure the intended construct accurately, so that the research instrument had good construct validity. Thus, all statement items effectively represented the concepts of brand engagement and purchase intention in accordance with the theoretical definitions used in this study.

Furthermore, the outcomes of the reliability assessment strengthen the consistency of the research instrument. The variable of Brand Engagement (X) achieved a Cronbach's Alpha score of 0.926, while the Purchase Intention (Y) variable obtained a value of 0.771. Based on the criteria proposed by Nunnally and Bernstein (1994), an instrument is said to be reliable if it has a Cronbach's Alpha value greater than 0.60. Therefore, both variables meet the reliability criteria and can be said to have very good internal consistency. These results indicate that respondents' answers tend to be stable and consistent across all statement items, so the questionnaire can be trusted to produce reliable data in the analysis of the correlation between brand engagement and purchase intention among followers of the Instagram account @harmony.bakmidimsum.

Table 1. Outcomes of the Simple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	12.298	1.198		10.267	.000
	Brand Engagement	.278	.026	.738	10.782	.000

a. Dependent Variable: Purchase Intention

As indicated by the findings of the simple linear regression analysis as shown in the Simple Linear Regression Test results table, a regression coefficient of 0.278 was found alongside a t-value of 10.782 and a significance value (Sig. = 0.000 < 0.05). This reflects that the Brand Engagement variable exerts demonstrating have a positive and significant effect on Purchase Intention. This suggests that as the degree of brand engagement felt by followers of the @harmony.bakmidimsum account increases, so does their intention to make a purchase. The constant value of 12.298 also indicates that even though there is no influence from the brand engagement variable, there is still a basic level of purchase intention among respondents.

According to the findings from the normality assessment using the Kolmogorov-Smirnov and Shapiro-Wilk methods, the significance value for the Brand Engagement variable was 0.000 and for the Purchase Intention variable was also 0.000. Because the significance value of both variables is less than 0.05 (Sig. < 0.05), it can be inferred that the data does not follow a normal distribution. However, because the number of research samples is quite large (N = 99) and the analysis used is simple linear regression, the non-fulfillment of the normality assumption is still tolerable based on the Central Limit Theorem, which states that the distribution of data with a large sample size will approach a normal distribution.

Table 2. Results from the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738 ^a	.545	.540	1.94387
a. Predictors: (Constant), Brand Engagement				
b. Dependent Variable: Purchase Intention				

(Source: Primary data processed using SPSS version 25)

As per the results from the coefficient of determination (R²) test, an R value of 0.738 was obtained, signifying a strong association between Brand Engagement and Purchase Intention. The R Square figure of 0.545 reveals that 54.5% of the variation in Purchase Intention can be explained by Brand Engagement, while the other 45.5% is affected by elements beyond the research model. The Adjusted R Square value of 0.540 signifies a stable model, thus concluding that Brand Engagement contributes significantly to explaining variations in Purchase Intention among followers of the Instagram account @harmony.bakmidimsum.

Additionally, the correlation coefficient (R) value of 0.738 further indicates a positive and robust connection between Brand Engagement and Purchase Intention. This means that the higher the level of follower engagement with a brand on social media, the greater their tendency to intend to purchase the product being offered. These results indicate that efforts to increase interaction and emotional closeness between brands and consumers on Instagram have the potential to significantly influence the formation of purchase intention.

Table 3. Results of the T-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.298	1.198		10.267	.000
	Brand Engagement	.278	.026	.738	10.782	.000
a. Dependent Variable: Purchase Intention						

(Source: Primary data processed using SPSS version 25)

The normality test results demonstrated that the data did not follow a normal distribution 10.782 with a significance level of 0.000, which is smaller than 0.05 (Sig. < 0.05). This proves that the variable Brand Engagement demonstrates a positive and significant effect on Purchase Intention. Thus, the hypothesis stating that Brand Engagement influences Purchase Intention can be accepted. The regression coefficient value of 0.278 indicates that every one unit increase in Brand Engagement will increase Purchase Intention by 0.278 units. These results confirm that the higher the level of consumer engagement with a brand on social media, the greater their intention to make a purchase of the product offered.

The overall results of this study indicate that Brand Engagement has a strong and significant influence on Purchase Intention among followers of the Instagram account @harmony.bakmidimsum. Based on the results of the validity and reliability tests, all statement items were declared valid and reliable, so the research instrument was deemed suitable for use to measure both variables. Based on the outcomes of the partial test (t-test) indicated

in the T-test results table, the computed t-value was, but this was acceptable because the large number of samples ($N = 99$) made the data distribution close to normal according to the Central Limit Theorem. Furthermore, the coefficient of determination (R^2) test produced an R value of 0.738 and an R Square of 0.545, which means that 54.5% of the variation in Purchase Intention can be explained by Brand Engagement, while the remaining part is affected by various elements not included in the research model. The findings from the t-test revealed a t-value of 10.782 along with a significance level of 0.000, signifying that Brand Engagement positively and significantly impacts Purchase Intention. Therefore, it can be concluded that the higher the level of audience engagement with a brand on social media, the greater their intention to purchase the product offered, thus strengthening the important role of digital engagement in shaping consumer purchasing behavior.

CONCLUSION

Given the outcomes of the research that has been carried out, it can be stated that Brand Engagement exerts a beneficial and considerable effect on Purchase Intention among followers of the Instagram account @harmony.bakmidimsum. The outcomes from the tests of validity and reliability show that all items in the statements are confirmed to be valid and trustworthy, so that the research instrument can be trusted in measuring both variables. The simple linear regression test produces an R Square value of 0.545, which means that 54.5% of the variation in Purchase Intention is explained by Brand Engagement, while the remaining aspects are impacted by additional elements not addressed in this study. The t-value of 10.782 with a significance of 0.000 confirms that the relationship between the two variables is significant. This result suggests that an increased level of audience involvement with the brand on social media leads to a higher likelihood of purchasing. Therefore, the approach of enhancing digital interaction and engagement has been demonstrated to be a crucial element in fostering consumer intent to buy, particularly in the marketing environment on the Instagram platform.

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