

The Influence of Digital Marketing on Product Purchase Decisions on The Instagram Account @azarinecosmeticofficial

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Abstract

The purpose of this study is to determine whether there is an influence of Digital Marketing on product purchasing decisions on the Instagram account @azarinecosmeticofficial. This study uses a quantitative method using data collection techniques through the distribution of questionnaires with 100 consumer respondents @azarinecosmeticofficial. The data analysis method uses SPSS software for data processing. The results of this study show partial and simultaneous statistical results that interactive marketing, incentive programs, site design, cost. Very influential and shows a value of more than 0.05 which means it is significant to purchasing decisions on the Instagram account @azarinecosmeticofficial.

Keywords: Digital Marketing, Purchasing Decision, @azarinecosmeticofficial.

Introduction

The advancement of communication and information technology in this generation makes internet access easier and faster. Even the current generation of internet technology usage can support business activities. In general, digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, adwords or social networks. @azarinecosmeticofficial local products that utilize their marketing using Instagram media to attract consumer interest in making purchasing decisions. So that prospective consumers begin to experiment with various ways to evaluate a product. Consumers are now more interested in shopping via the internet. This activity is influenced by the decision to buy a product. Consumer decisions refer to the process that initial customers go through to make purchases for goods or services. This means that a person successfully completes a purchase there must be some solutions available.

Previous research shows that the Influence of Digital Marketing on Online Purchasing Decisions. Research from Prisma Putri, RA Marlien (2022) which states that Digital Marketing influences purchasing decisions on in-line purchasing decisions, considering that the reach to be achieved is very wide. Influencer marketing influences purchasing decisions, when the influencer is not attractive it will cause the decision to buy to also decrease, Online Customer reviews influence purchasing decisions.

The purpose of this study is to determine and analyze the influence of digital marketing on product purchasing decisions on the Instagram account @azarinecosmeticofficial. @azarinecosmeticofficial is a beauty product that has 678 thousand followers using social media such as Instagram to promote its products.

According to Dafa and PR Smith (2017) Digital Marketing is a marketing strategy that involves the use of digital media or the internet to promote a product or brand. The purpose of digital marketing is to provide information to consumers and potential customers quickly and efficiently. Technology and the internet have been dominant by society at large, so the online trading model is a priority for companies.

According to Ridwan Sanjaya & Josua Tarigan (2009), " Digital marketing is a marketing activity that also includes branding that uses various web-based media such as *blogs, websites, e-mail, adwords* , and various social media networks.

According to Klenidl and Burrow (2005), digital marketing is defined as a process of planning and implementing concepts, ideas, prices, promotions and distribution. In simple terms, it can be defined as building and maintaining mutually beneficial relationships between consumers and producers.

Instagram marketing is a digital marketing strategy that uses the Instagram platform to promote a business's products or services and reach a wider audience. Instagram is a popular social

media platform where users can share photos and videos, and interact with other users through comments and direct messages.

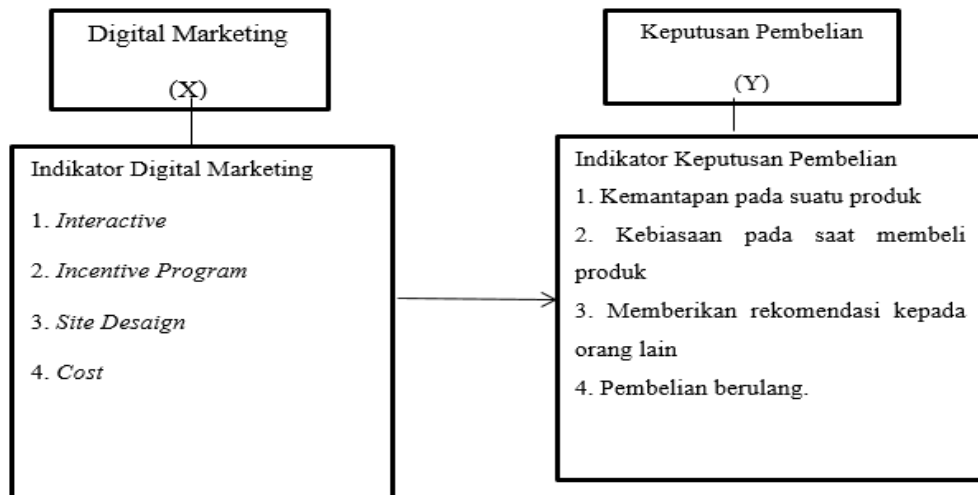
According to (Meilia & Kedua, 2024) Instagram marketing also often involves collaboration with *influencers* on Instagram, namely users who have great influence on this platform and have a fan base that is relevant to a particular business. In this collaboration, *influencers* promote a business's products or services to their fan base using Instagram posts or stories. In Instagram marketing, businesses use various marketing techniques and strategies to build their presence on this platform and promote their products or services to relevant audiences. This can be done in various ways.

The purchasing decision is one of the stages in the purchasing decision process before post-purchase behavior. In entering the purchasing decision stage, consumers are previously faced with several alternative choices, so that at this stage consumers will take action to decide to buy a product based on the choices they have made.

According to Fandi Tjiptono, "Purchase decisions are part of consumer behavior. Where, consumer behavior is an action that is directly involved in efforts to obtain, determine products and services, including the decision-making process that precedes and follows the action". Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

Research Methods

Framework of Thought



Gambar 2.1 Kerangka pikir

Hypothesis

1. H1: It is suspected that interactive marketing has a positive influence on product purchasing decisions on the Instagram account @azarinecosmeticofficial.
2. H2: It is suspected that the incentive program has a positive influence on product purchasing decisions on the Instagram account @azarinecosmeticofficial.
3. H3: It is suspected that site design influences purchasing decisions on the Instagram account @azarinecosmeticofficial.
4. H4: It is suspected that cost has a positive influence on Digital Marketing on purchasing decisions for Azarine products.

Types of research

This study uses quantitative research methodology to describe and illustrate a phenomenon whose results can be generalized and studied in more depth so that the results can be interpreted as a representation of the entire population and explain why the phenomenon in question occurs and what causes its impact (Kriyantono, 2006).

Data types and sources

This study uses primary and secondary data types. Primary data is data obtained from respondents' answers to questionnaires given to students who are respondents in this study. While secondary data comes from journals, books and answer websites.

Population and Sample

The population in this study is the number of followers of the @azarinecosmeticofficial account followers, which amount to 678 thousand. The sample in this study used 100 respondents. This technique uses the slovin formula, the slovin formula is one of the most popular sampling for quantitative research.

Operational variables

1. Interactive is all activities using online media that aim to facilitate the production process of goods and services from producers in order to meet consumer needs and desires.
2. Incentive programs are a method of providing rewards, through digital marketing strategies companies can offer programs to attract consumer interest. The programs run must be unique and different from other companies in order to provide added value and become a competitive advantage for the company. Based on research conducted by (Lestari, 2024)
3. Site Design is the creation of a visually appealing and user-friendly website. A website promotes a business that attracts customers and visitors.
4. Cost refers to the amount of money spent on various digital marketing activities.

Results and Discussion

From table 1 it can be seen that respondents are indeed dominated by women, while in terms of age the majority are <23 years old, and in terms of occupation, they are dominated by students.

No	Character	Information	Amount	%
1.	Gender	Woman	81	81%
2.	Age	< 23 Years	60	60%
3.	work	Student	58	58%

Partial Test (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.438	2.708		2.747	.007
	interactive	.679	.255	.237	2.668	.009
	incentive_Program	.330	.157	.133	2.110	.037
	Site_Design	1.539	.408	.349	3.777	.000
	Cost	1.107	.323	.290	3.424	.001

a. Dependent Variable: Keputusan Membeli Produk

Source: Primary Data processed in 2024

The influence of *interactive* on product purchasing decisions on the Instagram account @Azzarinecosmeticofficial

Based on the table above, it can be seen that the t-value is 2.668 > 1.985 and the Sig. value is 0.009 which is smaller than 0.05, the interactive variable has a significant influence on the decision to buy a product. This means that the more interactive a content or promotion is, the more likely consumers will decide to buy a product.

The influence of incentive programs on product purchasing decisions on the Instagram account @azarinecosmeticofficial

Based on the t-value test of 2.110 > 1.985 and the sig value of 0.037 which is smaller than 0.05. Intensive programs also have a significant influence on product purchasing decisions. This shows that intensive offers such as discounts or gifts can influence consumers to make purchases.

The influence of site design on product purchasing decisions on the Instagram account @azarinecosmeticofficial.

Based on the test results, the t-value is 3.77 > 1.985 and the sig value is 0.000 which is very significant, the design of the site has a very strong influence on the decision to purchase a product.

This means that a well-designed and easy-to-use site can greatly increase the chances of consumers making a purchase.

The influence of cost on product purchasing decisions on the Instagram account @azarinecosmeticofficial.

Based on the test of the t-value of $3.424 > 1.985$ and the sig value of 0.001 which is smaller than 0.05, the cost has a significant influence on the decision to purchase a product. This shows that the price or cost of the product affects the consumer's decision to buy the product.

Stimulus Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1899.575	4	474,894	46,366	.000 ^b
	Residual	973.015	95	10,242		
	Total	2872.590	99			

a. Dependent Variable: Product Purchase Decision

b. Predictors: (Constant), Cost, Incentive_Program, Interactive, Site_Design

Based on the table above, it can be seen that the F-count value (46.366) is much greater than the F-table (3.94) and the significance value (Sig.) This indicates that the regression model used to analyze the influence of independent variables (Interactive, Incentive Program, Site Design and Cost) on the overall Product Purchase Decision is very significant. The F value of 46.366 indicates that this model has good predictive power, and the Sig. value of 0.000 confirms that these results are very unlikely to occur just by chance.

Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 ^a	.661	.647	3,200

a. Predictors: (Constant), Cost, Incentive_Program, Interactive, Site_Design

b. Dependent Variable: Product Purchase Decision

Based on the table above, it can be seen that the R Square value is 0.647, which means that the variation in changes in the Purchase Decision variable (Y) can be explained by the Cost, Incentive_Program, Interactive, and Site Design variables (X) by 64.7%, while the remaining 35.3% is explained by other variables outside this research model.

Conclusion

Based on the results of partial statistical tests, it can be concluded that the interactive variables, Incentive program, Site Design, Cost have a significant influence on product purchasing decisions on the Instagram account @azarinecosmeticofficial. Based on the test results, Digital Marketing has a significant influence on product purchasing decisions on the Instagram account @azarinecosmeticofficial.

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