

## THE IMPACT OF INSTAGRAM AS MARKETING MEDIA ON PURCHASE DECISION THROUGH BRAND IMAGE OF HMNS PERFUME

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### ABSTRACT

*The emergence of the Internet and technology has profoundly altered the world and caused a global shift in how people doing their everyday lives. This progress was also followed by the development of the media. Media is a tool that can help humans in their daily needs and activities, which in nature can make it easier for anyone who uses it. The fast growth of internet technology and social media has enabled customers to fulfill their desires and requirements virtually, resulting in an increase in electronic commerce. The purpose of this study is to investigate the impact of Instagram as Marketing Media on Purchase Decision in HMNS Perfume.*

*This study analyze how social media marketing and electronic word of mouth affect purchase decision through brand image as an intervening variable. Quantitative method using questionnaire has been applied to test the correlation between the variables in the study and to achieve the determined objectives. This study uses Nonprobability Sampling (Purposive Sampling) which is one of the techniques in Nonprobability Sampling was chosen to determine the sample taken from the population with a certain consideration. There are 100 respondent who participated in this study The data analyzed using Structural Equation Modeling (SEM) with Analysis Moment of Structural (AMOS) become the tool programs.*

*From this study, it was obtained data that Social Media Marketing has a positive influence and significant effect on Brand Image, Electronic Word of Mouth has a positive influence and significant effect on Brand Image, Brand Image has a positive influence and significant effect on Purchase Decision. So all hypotheses from this study can be accepted. Although the hypothesis is acceptable, there is suggestions for future research, it can be suggested to increase the number of other independent variables that can affect the dependent variable so the results will better and more complete.*

*Keywords: Social Media Marketing, Electronic Word of Mouth, Brand Image, Purchase Decision*

### INTRODUCTION

The Internet is a global system that is interconnected using the standard Internet Protocol Suite. Web 2.0 has resulted a significant shift in this social communication. New technology have resulted in new result that creating new societal norms (Geissinger &

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Laurell, 2016). The emergence of the Internet and technology has profoundly altered the world and caused a global shift in how people doing their everyday lives (Kian, Loong & Fong, 2018). The media is one of the industries that is most rapidly affected by the advancement of the internet. The media becomes an intermediary for messages or information between the source of information and the person who needs the information (receiver). Social media has become a part of its users' everyday routine as a conduit that provides unfettered access to a vast amount of information from all around the world (Pentina et al., 2018).

We came out with the following research questions (RQs):

1. How does the quality of social media marketing affect HMNS Perfume brand image?
2. How does the quality of electronic word of mouth affect HMNS Perfume brand image?
3. How does brand image affect the purchase decision of HMNS Perfume

This research has two main practical contributions. Firstly, it will be a reference and additional information that can be useful for readers to know more about the impact of Instagram as marketing media on purchase decisions through brand image. Secondly, it can be useful information and consideration for HMNS to be able to increase the number of product sales so that the quality of the HMNS brand will be better. Based on the description above, the researcher is interested in taking the title **“THE IMPACT OF INSTAGRAM AS MARKETING MEDIA ON PURCHASE DECISION THROUGH BRAND IMAGE OF HMNS PERFUME”**. This article is organized as follows : Chapter 1 consist of research background, research gap, problem statement and research question, research purpose and writing system. Chapter 2 explained the discussion from previous study, research framework and hypothesis. Chapter 3 explain how the research will be conducted. In this research methodology chapter will be contains variable, population, sample, data collection, and analytical process of the research. Chapter 4 discuss about everything that related to the analysis that have done in this research. Chapter 5 will discuss the difficulties encountered while doing the research, research limits, and recommendations for further thorough research compiled in the conclusion chapter.

## **THEORETICAL FRAMEWORK AND HYPOTHESES FORMULATION**

### **Relationship between Social Media Marketing towards Brand Image**

Anizir & Wahyuni (2017), Angkie & Tanoto (2019) reveal that social media marketing has a positive and significant effect on brand image. This is in line with the research conducted by Ridho (2013) which results that e-marketing has a positive and significant effect on brand image. When the brand was build, the business brand always doing interaction between consumers and brand itself. That's interaction become the brand communication and from that, they will get the experience to get input from the consumer to make the good brand image (Reza Jalilvand & Samiei, 2012). Social media in marketing is very important, so marketers also will increasingly use SMM efforts as brand-related messages that communicated and used to make strong and more favourable brand image in the costumer mind (Keller, 2013). The better social media marketing is applied, will improve the brand image of the business. Anizir & Wahyuni (2017) found that social media marketing has a positive and significant effect on brand image. The existence of good service for a brand through social media marketing will affect the quality of the brand image in its attributes.

H1 : The more intensive Social Media Marketing, it will improve the Brand Image

### **Relationship between Electronic Word of Mouth (eWOM) towards Brand Image**

Bambauer-Sachse and Mangold (2011) suggest that eWOM is an important element of an online marketing strategy that has an effect on increasing brand image and buying behavior of buyers. When examining the effect of eWOM on brand image and purchase intention, Jalilvand and Samiei (2012) found that eWOM has a very strong effect on brand image and customer purchase intention. Torlak et al. (2014) concluded that eWOM is very influential with the relationship between brand image and intention to buy. An experimental study conducted by Sandes and Urdan (2013) stated that online reviews written either favorable or unfavorable reviews can affect brand image. Negative reviews can reduce the effect on the existing brand image but it does not affect the purchase intention of consumers. Social media is used by consumers as a platform for expressing a brand, consumers can be directly involved in the formation and increase of brand value as a shared object (Jansen et al., 2009; Hanna et al., 2011).

H2 : The more effective Electronic Word of Mouth, it will improve the Brand Image

### **Relationship between Brand Image towards Purchase Decision**

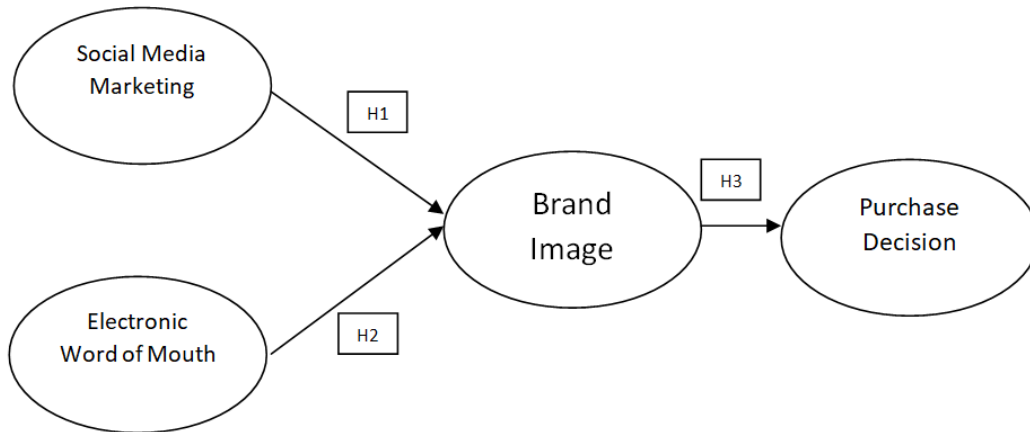
The purchase decision is the evaluation stage for business people, compiling product brands in the minds of consumers and determining the purchase value of a product. Consumers tend to choose the preferred brand at the appropriate price. Consumers who have a good perception of a product have an influence on purchasing decisions from that product. The inherent brand image is the brand perception represented by the brand association that is imagined in the consumer's memory. The better the brand image, the more consumers will be interested in buying the product. This causes the more interested consumers in the product, the purchasing decisions will also increase (Suci&Yunia, 2018). A good brand image will improve customer purchasing decisions because a better company image will be remembered by consumers and will certainly make that person believe in our products and will eventually buy our products. Samad & Wibowo (2016), Lubis & Wibowo (2016), Bramantya&Jatra (2016) in their research found that brand image had a positive and significant effect on purchasing decisions, but the results of another study conducted by Foster (2017) in his research found that brand image has a positive but not significant effect on purchasing decisions by consumers.

H3 : The better Brand Image, it will improve the Purchase Decision

## **THEORETICAL FRAMEWORK**

Based on the previous research, theoretical framework can be drawn as :

**Figure 2.1 Theoretical Framework**



**RESEARCH METHOD**

**Population and Sample**

According to (Sugiyono, 2014), population is a general area that contains subjects or objects in which have certain qualities and characters determined by researchers so that later they can be studied and produce conclusions in research. The sample is part of the population that has the same characteristics and is representative which can describe the population. The sample of this research are 100 respondent.

**Variables and Operational Definitions in Research**

Variable	Operational Definition	Indicator
Social Media Marketing	Social media marketing is a process of empowering individuals to carry out promotional activities through websites, products, or other services through online social channels so can enter larger and wider community that not available through traditional channels (Weinberg, 2009).	a. Online Communities b. Interaction c. Sharing of Content d. Accessibility e. Credibility  (As'ad & Alhadid, 2014)
Electronic Word of Mouth	Electronic word of mouth is a positive or negative statement conveyed by potential customers or former customers regarding product or company, which is intended and communicated to many people or institutions through the internet media (Henning-Thurau et. al., 2004).	a. Intensity b. Positive Valence c. Negative Valence d. Content  (Goyette et al., 2010)
Brand Image	Brand image is a set of beliefs that consumers believe about a particular brand (Kotler, 2002).	a. Recognition b. Reputation c. Affinity d. Domain  (Kotler & Armstrong,

		2001) (Kotler & Keller, 2015), (Shimp, 2003), (Hamel & Prahalad, 1994)
Purchase Decision	Purchasing decision is the process of interested and choosed to buying a product or brand that is most preferred to a number of the other products or brands (Kotler and Keller, 2016).	<ul style="list-style-type: none"> <li>a. Consumers are interested in the product</li> <li>b. Consumers have an interest in buying products</li> <li>c. Consumers have a desire to repurchase</li> <li>d. Consumers feel satisfied after buying the product</li> <li>e. Consumers have a frequency of repeat purchases</li> </ul>

## RESULTS AND DISCUSSION

Structural Equation Modeling (SEM) is a statistical analysis technique used to test and build statistical models in the form of cause and effect models (Prastuti, 2011: 14). The SEM method has the ability to analyze to the deepest level of the variables studied. SEM requires some useful data assumptions to minimize the impact on the determination of the results of the study.

**Structural Equation Model (SEM) Feasibility Test Results**

<b>Goodness of Fit Index</b>	<b>Cut-off Value</b>	<b>Result</b>	<b>Evaluation Model</b>
Chi – Square	Kecil (< 158,712)	143.919	Good
Probability	≥ 0.05	0.208	Good
RMSEA	≤ 0.08	0.032	Good
Chi square / df	≤ 1.20	1.099	Good
GFI	≥ 0.90	0.862	Marginal
AGFI	≥ 0.90	0.820	Marginal
TLI	≥ 0.95	0.991	Good
CFI	≥ 0.95	0.990	Good

Source: Processed primary data, 2022

The chi-square value of 143.919 with a significance level of 0.208 indicates that the model used is acceptable. This is based on the criteria where a significance value greater than 0.05 indicates that the model is a good structural equation model. In addition, the GFI, TLI, CFI, and RMSEA measurement indices are also within the expected range of values. Thus it can be concluded that the feasibility test of the SEM model has met the acceptance requirements. That is, the constructs used to form a research model have met the eligibility criteria for a model.

**Goodness of Fit for Test Result**

Goodness of Fit Index	Cut-off Value	Result	Evaluation
Chi-Square	Chi-square table with sig. A=0.05 and df=131 is 158.7119	143.919	Good Fit
Probability	≥ 0.05	0.208	Good Fit
Degree of Freedom (df)	-	131	Good Fit
GFI	≥ 0.90	0.862	Good Fit
AGFI	≥ 0.90	0.820	Good Fit
TLI	≥ 0.95	0.990	Good Fit
CFI	≥ 0.95	0.991	Good Fit
RMSEA	≤ 0.08	0.032	Good Fit

After the assumptions can be met, then the hypothesis testing will be carried out as proposed in the previous chapter. The hypothesis testing of this study was conducted based on the CR value of a causal relationship from the results of SEM processing. To test the acceptance of the research hypothesis as previously proposed, it will then be discussed based on the following SEM results.

**Regression Weight Structural Equational**

		Estimate	S.E.	C.R.	P
Brand_Image	<--- Social_Media_Marketing	0.304	0.103	2.944	0.003
Brand_Image	<--- Electronic_WordofMouth	0.502	0.101	4.987	***
Purchase_Decision	<--- Brand_Image	0.996	0.099	10.043	***

Source: Processed primary data, 2022

The research model finds that all coefficients have a positive direction that supports the hypothesized test direction. The results of testing the influence of Social Media Marketing on Brand Image show the coefficient value in a positive direction. Testing the significance of the effect obtained the value of C.R = 2,944 with probability = 0.003 <0.05. A significance value smaller than 0.05 indicates that Digital Marketing has a significant positive effect on Brand Image. The results of testing the influence of Electronic Word of Mouth on Brand Image show the coefficient value in a positive direction. Testing the significance of the effect obtained the value of C.R = 4.987 with probability = 0.000 <0.05. A significance value that is smaller than 0.05 indicates that Electronic Word of Mouth has a significant positive effect on Brand Image. The results of testing the influence of Brand Image on Purchase Decision show the coefficient value in a positive direction. Testing the significance of the effect obtained the value of C.R = 10,043 with probability = 0.000 <0.05. A significance value smaller than 0.05 indicates that Brand Image has a significant positive effect on Purchase Decision.

**CLOSING  
CONCLUSION**

Based on the results analysis of research that has been carried out with the title "The Impact of Instagram as Marketing Media on Purchase Decision Through Brand Image of HMNS Perfume", this research can be concluded that:

1. The influence of Social Media Marketing has a positive influence on Brand Image, so H1 is accepted

2. The influence of Electronic Word of Mouth has a positive influence on Brand Image, so H2 is accepted
3. The influence of Brand Image has a positive influence on Purchase Decision, so H3 is accepted

### Managerial Implications

This research is expected to help companies to improve the quality of product marketing which will increase purchase decisions on HMNS Perfume products. The following is a table of managerial implications:

**Managerial Implications**

No.	Variable	Indicator	Managerial Implications
1	Social Media Marketing	Online Communities	HMNS Perfume can be more active on social media Instagram by utilizing various features to be closer with customers.
		Interaction	HMNS Perfume can be more responsive and friendly in interacting via DM (direct message) and/or comment fitur with customers.
		Sharing of Content	HMNS Perfume can share very interesting information in the Instagram so exposure can increase and there will be free publication from customer.
		Accessibility	Content diversification to various platforms will make it easier for customers to access HMNS Perfume's social media.
		Credibility	Increase customer trust by sharing quality information and content.
2	Electronic Word of Mouth	Intensity	Routine to share content with frequent and massive intensity.
		Positive Valance	Always maintain product quality and marketing platforms well so that positive reviews will be shared by customers.
		Negative Valance	Maintain customers to be loyal and willing to recommend HMNS Perfume products to other potential customers.
		Content	Spreading massive information regarding the quality of HMNS Perfume products through Instagram social media.
3	Brand Image	Recognition	Improving the quality of the brand image that will create customer brand awareness of HMNS Perfume as the best local perfume brand.
		Reputation	Improving quality control at the HMNS Perfume company.
		Affinity	Closer to customers so they will use HMNS Perfume products because of they feel know it well and suitable.
		Domain	Always doing research and innovation so the quality of HMNS Perfume is always guaranteed and uptodate.

No.	Variable	Indicator	Managerial Implications
4	Purchase Decision	Consumers are interested in the product	HMNS Perfume can develop their copywriting strategy
		Consumers have an interest in buying products	HMNS Perfume can carry out various marketing strategies to attract more consumers to buy products
		Consumers have a desire to repurchase	HMNS caring on the customer by utilizing the database to increase customer loyalty.
		Consumers feel satisfied after buying the product	HMNS Perfume adds more value to improve customer satisfaction standards.
		Consumers have a frequency of repeat purchases	HMNS Perfume doing various special promos for loyal customers or making members so that customers become loyal.

**Research Limitations**

1. There are several respondents who filled out answers to open questions from the questionnaire incorrectly and did not show the real situation.

**Suggestions for Future Research**

1. In future research, it can be suggested to increase the number of other independent variables that can affect the dependent variable so the results will better and more complete.
2. Researchers in the future research can use qualitative methods in data collection so the information and data obtained will complete.

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