



The Effect of Promotions Through Instagram Social Media on Purchase Decisions at the Shopee Marketplace

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ABSTRACT

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This study was conducted to determine the magnitude of the influence of promotion through Instagram social media on purchasing decisions at the Shopee Marketplace (Study on Teenagers in Kesambi District, Cirebon City). The variables of this research are Promotion (X) as the independent variable and Purchase Decision (Y) as the dependent variable. Sampling using purposive sampling technique, namely the determination of the sample with certain considerations. There are sample criteria as follows: (1) Male and female respondents aged 10-24 years. (2) Respondents live in Kesambi District, Cirebon City (3) Respondents have seen Shopee advertising promotions on Instagram. The number of samples is 100 people. The data collection instrument used was a questionnaire/questionnaire distributed to the respondents. The research method used is associative quantitative method (relationship) with simple linear regression analysis while statistical testing is done by t test. The results of the correlation coefficient analysis show that there is a "Sufficiently High Relationship" and a coefficient of determination (R^2) of 44% which is included in the category of "High Enough Influence". While the remaining 56% is influenced by other factors not examined. The results of hypothesis testing indicate that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This means that promotion through Instagram social media has a significant influence on purchasing decisions on the Shopee marketplace.

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1. Introduction

The company offers a variety of products by implementing various marketing strategies to attract the attention of potential consumers to use their products. Promotion is one of the most important things for companies to market their products. Promotion must be done for companies because to introduce their products to consumers, no matter how high the quality of the product is but consumers have never heard of and never knew about the product, then consumers will never buy it (McFarland & Ployhart, 2015).

According to Halim and Teguh (2005:18), technological developments allow the implementation of business relationships through a technological device called the internet. The demand or supply through existing software, in carrying out these business activities, is a special attraction for business people who now have a tendency to require information that is fast, not time consuming (Tiago & Veríssimo, 2014). The development of technology and information in the world, especially the internet, has increased very rapidly, this has caused many companies to promote their products and companies through various digital media with varied content. The content contains several advantages of the company's own product. Through various means of advertising to offer products, I hope that companies can benefit from the above efforts to promote products (Yadav, Joshi, & Rahman, 2015).



Promotions in the form of advertising through social media are popular in the business world lately, due to the changing lifestyle of modern society with the tendency to use gadgets and activities in cyberspace such as shopping online in their daily lives. One of the popular social media for product promotion is through the Instagram application (Panagiotis, 2014).

Sponsored promotions on Instagram are also one of the marketing strategies carried out by the Shopee marketplace. This is known because when opening the Instagram application, Shopee sponsored ad promotions often appear on the Instagram homepage, even though the Instagram user does not follow Shopee's Instagram account (Ampountolas, 2019). According to Kotler and Keller (2009: 202) the characteristics of buyers and their decision-making processes will lead to purchasing decisions. However, consumer purchasing decisions are not the company's ultimate goal to attract consumers, but companies must be able to ensure that these consumers will choose their products and be loyal to the products offered (Mulyono & Pasaribu, 2021). By promoting through Instagram social media, it is expected to increase sales capacity and Instagram application users can make decisions to buy products through the Shopee marketplace such as: clothes, shoes, kitchen needs, mother and baby needs, credit, data packages, and others. others (Kaplan, 2015).

The author chooses promotion through Instagram social media as the independent variable because currently Instagram is a popular social media application. In addition, Shopee is one of the well-known marketplaces in Indonesia that most often carries out paid digital promotions in the form of carousel ads on Instagram. Another thing that makes the writer interested in doing this research is that the products featured in the Shopee marketplace Instagram ad promotion are products that are popular, trending, and have many fans. Therefore, many are interested in seeing these advertisements, and in the end there is a desire to make purchases on the products displayed in the advertisement promotions.

While the reason why the author chose to study teenagers in Kesambi District, Cirebon City, is because the author wants to know the online shopping behavior through the Shopee marketplace among young people, especially teenagers aged 10-24 years and living in Kesambi District, Cirebon City. In addition, teenagers have characteristics that tend to be unstable, and are still in the category of being easily influenced, thus encouraging the emergence of inappropriate buying behavior. Buying in the sense of not just meeting needs, but is driven by other factors such as wanting to follow fashion or trends, wanting to try new products, or just wanting to get social recognition and so on. This research is important to study because online shoppers need to know the effect of promotion through Instagram social media on purchasing decisions. This has been utilized by the Shopee marketplace, which is one of the leading online marketplaces in Indonesia.

2. Research Methods

This research is quantitative, using the associative method (relationship). Associative quantitative method is a research method that aims to determine the relationship between two or more variables. Therefore, in this study the researcher wanted to know the effect of the independent variable, namely Promotion (X) on the dependent variable, namely Purchase Decision (Y). This research was conducted in Kesambi District, Cirebon City. In this study, sampling using purposive sampling technique, namely the determination of the sample with certain considerations. In this study, respondents must meet the following criteria: (1) Male and female respondents who are teenagers aged 10-24 years. (2) Respondents live in Kesambi District, Cirebon City (3) Respondents have seen Shopee advertising promotions on Instagram. The number of adolescents in Kesambi Subdistrict, Cirebon City, aged between 10-24 years is 19,143 people, which is the total population in this study. While the number of samples calculated by the slovin formula is 100 people. The data collection technique used is a questionnaire.

To measure the questionnaire in this study, the researcher used a Likert scale which can be seen in table 1.

Table 1
Category Likert Scale

Number	Criteria	Scoring
1	Strongly Agree	5
2	Agree	4
3	Hesitant	3
4	Disagree	2
5	Strongly Disagree	1

In addition, the indicators used to measure these variables include, among others, (1) Promotion, namely the frequency of promotions, promotion quality, promotion quantity, promotion time, and promotion accuracy; (2) Purchase decisions, namely about the stability of the products taken, habits in buying products, providing recommendations to others, and making repeat purchases. The data analysis technique used is simple linear regression analysis with the help of the SPSS 26 application. However, before each statement item in the instrument has been tested for validity and reliability before testing data analysis.

The validity test stated that of the 9 statements of the Promotion variable (X), all of them were declared valid. And of the 11 statements of the Purchase Decision variable (Y), all of them are declared valid. According to Prayitno (2010:78) explains that the reliability test is used to test the ability of a relative measurement result. In this study, the researcher used the Cronbach alpha calculation formula. The instrument is declared reliable, if $> r_{table}$ (dk: = 0.05; n).

Table 2
Reliability Test Result Promotion (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
.753	9

Source: Primary data processed, 2021

Based on the results of calculations through the SPSS 26 application on the Promotion variable (X) in table 2, the value of $\text{Alpha} > r_{table}$ (dk: = 0.05; n), is 0.753. The results of the reliability test on the Purchasing Decision variable (Y) can be seen in table 3.

Table 3
Reliability Test Results Purchase Decision (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.703	11

Source: Primary data processed, 2021

Based on the results of calculations through the SPSS 26 application on the Purchase Decision variable (Y) in table 3, the value of $\text{Alpha} > r_{table}$ (dk: = 0.05; n), which is 0.703. So it can be concluded that all questionnaires in this study are RELIABLE, so they can be used as research instruments.

3. Result and Analysis

Based on the characteristics of the respondents that have been obtained from the results of distributing questionnaires, it is known that the percentage of 66% or 66 people are teenage girls and 34% or 34 people are teenage boys. The characteristics of respondents based on age consisted of 57% or 57 people aged 20-24 years, 34% or 34 people aged 15-19 years, and 9% or 9 people aged 10-14 years. Characteristics of respondents based on the village where they live, consisting of 42% or 42 people from Karyamulya, 10% or 10 people from Sunyaragi, 8% or 8 people from Drajat, 27% or 27 people from Kesambi, and 13% or 13 people comes from Peking. Meanwhile, the intensity of respondents making purchases was 53% or 53 people made purchases on the Shopee marketplace more than twice, and 47% or 47 people made purchases on the Shopee marketplace twice.

The correlation coefficient test and the coefficient of determination test need to be done before testing simple linear regression. The results of the correlation coefficient test and the coefficient of determination can be seen in table 4 and table 5.

Table 4
Correlation Coefficient Test Results

Correlations				
		Promotion	Purchase Decision	
Spearman's rho	Promotion	Correlation Coefficient	1.000	.697**
		Sig. (2-tailed)	.	.000
		N	100	100
	Purchase Decision	Correlation Coefficient	.697**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100



Correlations	
	Promotion
	Purchase Decision

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data processed, 2021

Based on table 4, the correlation coefficient value obtained is 0.697. In this case, the correlation of the Promotion variable (X) and Purchase Decision (Y) is included in the "Sufficiently High Relationship" category or is in the score range of 0.40 - 0.70. This means that Promotion (X) has a fairly high relationship with Purchase Decisions (Y) made by consumers.

Table 5
Result Test Coefficient Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.442	.436	2.72591

a. Predictors: (Constant), Promotion

Source: Primary data processed, 2021

In table 5 there is an R square value of 0.442. R square is also called the coefficient of determination which in this case is 44%. So it can be concluded that the Purchase Decision (Y) is influenced by Promotion (X) and has a "Sufficiently High Influence" or is in the score range of 17% - 49%. While the remaining 56% is influenced by other variables not examined in this study. This means that Promotion (X) has a high enough influence on Purchase Decisions (Y) on the Shopee marketplace.

Table 6
Simple Linear Regression Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.048	2.941		6.816	.000
	Promotion	.692	.079	.665	8.804	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed, 2021

Table 6 shows the regression that is sought. The sig value above is 0.000 (<0.05), so it can be concluded that the value in column B is significant, meaning that the most appropriate equation for the two variables is:

$$Y = a + bX$$

$$Y = 20.048 + 0.692X$$

With the following explanation:

- The constant value (α) of 20.048 indicates that if the independent variable (X_{total}) is 0.000 then it is directly proportional to the value of the dependent variable (purchase decision) which is 20.048.
- The value of the coefficient $bX = 0.692$ indicates that the X_{total} variable has a positive effect on purchasing decisions, or in other words, if the Instagram social media promotion value is increased by 1% it will increase purchasing decisions by 0.692.

The hypothesis testing procedure is as follows:

a. Hypothesis Formulation.

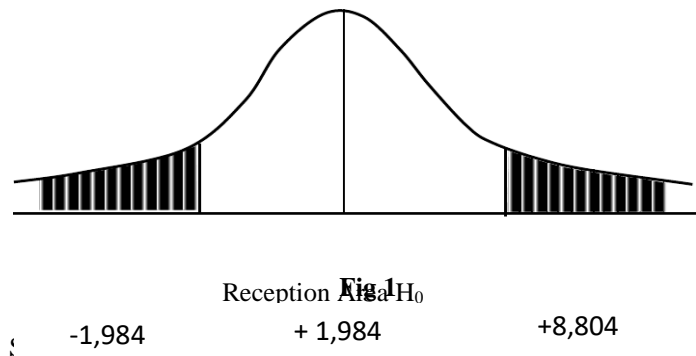
$H_0: \beta = 0$: There is no positive effect of promotion through Instagram social media on purchasing decisions at the Shopee marketplace.

$H_a: \beta \neq 0$: There is a positive effect of promotion through Instagram social media on purchasing decisions on the Shopee marketplace.

b. Decision rules.

The conclusion in the test, $t_{count} = 8.804 > t_{table} = 1.984$. So the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This means that promotion through Instagram social media has a significant influence on purchasing decisions on the Shopee marketplace.

c. Decision Criteria.



Based on the results of the t-test, the results obtained are 8. p-value of 0.000 where the value is (<0.05), then Ha is accepted and H0 is rejected. So that it can be interpreted that promotion through Instagram social media has a partial and significant effect on purchasing decisions on the Shopee marketplace.

Promotion through Instagram social media can influence buying decisions in teenagers, because if sellers often provide sales promotions through Instagram social media, it will attract teenagers to find out information that has been promoted and encourage teens to shop online. Based on data analysis that has been done through questionnaires, it is known that promotions through Instagram social media on the Shopee marketplace can be categorized as good. Because on each item statement on the questionnaire that has been given to respondents about the promotion shows that the answer that dominates is agree. The total items of the promotional questionnaire are 9 items, where 6 statement items are dominated by agree answers and 3 statement items with strongly agree answers. From this statement, it shows that the promotion has been good, especially in the statement which states that the promotion of products offered by Shopee attracts attention, so that it can further encourage teenagers to shop through the Shopee marketplace. The results of this study are supported by research by Askaria (2019), Ningsih (2018), and Putra (2020) which state that promotion through social media can influence online purchasing decisions.

4. Conclusion

Based on the results of the study, it was found that there was a positive and significant influence between the Promotion variable (X) and the Purchase Decision variable (Y). Promotion through Instagram social media offered by the Shopee marketplace is quite good, this is supported by the results of the statement on the highest promotion variable, namely a statement that states that the promotion of products offered by Shopee attracts attention. Thus, it will be able to encourage groups of teenagers to shop through the Shopee marketplace.

Promotional programs carried out through social media have been very good, especially through social media Instagram, only thing that needs to be considered is the suitability of the product being promoted with the original condition of the product received by consumers. This is because there are many complaints from consumers who say that the product received is not in accordance with the product being promoted through advertising. Consumers must be able to become smart buyers so that they are not easily fooled by the lure of good product photos in promotions, it is better to buy products according to the recommendations of the closest people in order to get good quality products. Further researchers are expected to examine more sources and references related to Promotion through Instagram social media and Purchase Decisions so that the results of their research can be better and more complete than the research made by the author

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