

THE INFLUENCE OF PROMOTION THROUGH INSTAGRAM ON PURCHASE INTENTION AT THE TRANS RESORT BALI

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Abstract

This research is used as an early stage before continuing comprehensive research. This study distributed questionnaires to 30 respondents containing 12 statement items regarding the influence of promotion through Instagram on purchase intention at The Trans Resort Bali to carry out instrument tests, namely validity and reliability tests to see this research can be valid and reliable to continue further research. The validity test result of the promotion by Instagram variable and purchase intention variable are 0.855 for the largest and 0.685 for the smallest, the validity test results can be declared valid because they are greater than r table of 0.197. The reliability test result state that the average value of Cronbach's alpha of the Promotion Through Instagram (X) variable is 0.904 and Purchase Interest is 0.835, these results are said to be reliable because they exceed 0.6.

Keywords: *Promotion, Instagram, Purchase Intention*

Introduction

Purchase interest occurs from the tendency of tourists to act before a buying decision is made (Yunita et al., 2019). Purchase interest is a stages of tourist interest in a particular product or service that arises from awareness and perception. (Indika & Jovita, 2017). Tourist interest in purchase intention as an indicator that can cause feelings of pleasure and satisfaction in tourists, thus creating a desire to buy (Seftila et al., 2021). Purchase intention is significantly influenced by promotion (Meme & Byre, 2020).

In recent years, social media has been widely used as a media of communication among ordinary people. Social media becomes a tool for sharing information through images and videos with other people and companies (Kotler & Keller, 2016). The advanced features offered by each social media are considered to facilitate the process of promotion to product purchase (Imelda & Martini, 2019). Social media is essential for businesses and is the best way to reach target tourists (Susanto, B & Astutik, 2020). Social media has a variety of platforms such as Instagram, WhatsApp, Facebook, TikTok and so on. One of the social media that has many enthusiasts is Instagram.

One of the hotels that uses Instagram as a medium of communication and information dissemination is The Trans Resort Bali. The features on Instagram make it very easy for The Trans Resort Bali to provide information and interact with Instagram followers. The Trans Resort Bali has 29.6 thousand followers with 1,510 posts. The implementation of Instagram features that have been done well

by The Trans Resort Bali has successfully increased from July 2022 - January 2023 when viewed from engagement on Instagram based on the number of followers, account reach, and impressions from Instagram users. The level of Instagram engagement at The Trans Resort Bali can be seen in Table 1.

Tabel 1
Instagram Engagement of The Trans Resort Bali
July 2022 – January 2023

Number	Month	Followers	Account Reach	Impressions
1	July	26,000	18,200	123,125
2	August	28,663	10,905	73,519
3	September	28,775	12,912	74,996
4	October	28,961	28,068	92,705
5	November	29,021	43,592	144,192
6	December	29,109	45,777	159,131
7	January	29,538	65,462	192,462

Source: The Trans Resort Bali 2022-2023

In Table 1, it can be seen that The Trans Resort Bali's engagement increases every month. The Trans Resort Bali's increased engagement on Instagram can be used as an advertising tool to capture purchase intention. The results of research conducted by Berutu (2022) stated that promotion through Instagram has an influence on purchase intention. However, the results of research conducted by Krisdayanti & Fatmayati (2022) stated that promotion has no partial influence on purchase intention, where in this research using Instagram social media as a promotion.

The difference between the previous research results experiments and the evolution of The Trans Resort Bali's Instagram engagement led the author to conduct the research with the title "**The Influence of Promotion Through Instagram on Buying Interest at The Trans Resort Bali**".

Literature Review

A. Social Media Promotion

Social media promotion is low-cost promotion and is adopted by all types of businesses from small to large companies (Yasa et al., 2020). The indicators on social media promotion according to Gunelius, (2011) as follows:

1. Content Creation

The first step in social media promotion is to create the best content. Content creation can contain information about products and services so that potential buyers are interested.

2. Content Sharing

Content sharing helps companies introduce the products or services offered by sharing pre-made content through social media platforms such as Instagram.

3. Connecting

Connecting is an important part of social media promotion, this is because it connects companies with potential buyers who may be brought together with the

aim of building a good relationship in the future of the business. Connecting can be built through advertising.

4. Community Building

Community building has the benefit of maintaining good communication relationships and expanding networks. This can be done by interacting with each other by listening to complaints and suggestions from potential customers or other questions.

B. Instagram

Instagram is an application for uploading photos and sharing them with others. Instagram is made up of the word 'Insta' which is derived from the word 'instant', like the Polaroid camera known as 'Instant Photos' at the time. Instagram also allows you to instantly view your photos like a Polaroid display. The word 'gram' comes from the word 'telegram', the telegraph itself functioning to quickly transmit information to another person. (Evelina & Handayani, 2018). There is a supporting feature to be able to see the effective use of Instagram according to Atmoko, (2012) as follows:

1. Follow

Follow is an Instagram feature for following other Instagram accounts. Users can view shared posts for Instagram accounts that are in privacy mode. This feature helps to continuously view shared posts without the need to search for accounts in the search.

2. Share

Share is a feature to share videos or images to other users either through the account page or through direct messages.

3. Likes

Likes is a feature to like uploads from other users. The increasing number of likes indicates that the upload is interesting and can increase the number of followers.

4. Comment

Comments is a feature for commenting on an upload. This feature can be a means of interaction with fellow users

C. Purchase Intention

Purchase intention is a consumer's willingness to purchase a product (goods or service) based on an evaluation of the decision to purchase those products. (Bancin, 2021). The indicators of buying interest according to Ferdinand (2017) as follows:

1. Transactional Intention

Transactional Intention is a person's tendency to buy products. This intention can be defined as a person's desire to own certain products or services.

2. Referential Intention

Referential interest is a person's tendency to provide product or service references to others.

3. Preferential Intention

A preference intent is a preference that describes an interest, where a preference indicates that someone has something desired.

4. Explorative Intention

Explorative intention is interest that describes travelers to continuously seek information about products and services before making a purchase

Research Methodology

Based on the theoretical studies used in this research, the framework in this research is shown in Figure 2 which explains that the research will focus on the promotion variable as the independent variable and the purchase intention variable as the dependent variable.



Figure 2
Framework

Source: (Gunelius, 2011), (Atmoko, 2012), (Ferdinand, 2017)

The type of research used in this study is to use a quantitative approach to determine the influence of promotion through Instagram on buying interest at The Trans Resort Bali. Research with a quantitative approach is research in which the meaning of the phenomenon or variable under study is based on quantitative or numerical measures obtained from quantitative measurements of variables, such as through questionnaires, tests, and observations (Sugeng, 2022). Since this research is used as an early stage before continuing comprehensive research then to test this research can be continued by conducting instrument tests. The early stages of this study to distributing questionnaires to 30 respondents who are followers of Instagram The Trans Resort Bali and the results will be tested instrumentally to see if the questionnaire is valid and reliable which will be the result of this study. The following is the instrument test used:

a. Validity Test

The validity test was conducted in this study in measuring a questionnaire to determine whether the results of the questionnaire were valid or not. The questionnaire is declared valid if it is able to describe what the questionnaire measures. In testing it by making a comparison to the rtable value. The statement will be considered valid if $r_{count} > r_{table}$ with significance level of 0.05%, so the

criteria in this study can be considered valid. This study uses SPSS 23 to check its validity.

b. Reliability Test

The reliability test is carried out in research to see the extent to which the results of the study using a trusted tool. In addition, see the consistency of a tool used in measurement. The reliability test calculation uses the Cronbach Alpha value calculation. The variable is said to be reliable if the value on Cronbach Alpha > 0.60. In testing this using SPSS 23.

Results and Discussion

A. Result

a. Result of Validity Test

Validity tests help determine the effectiveness or suitability of the surveys used. Validity is checked by comparing the r_{count} value to r_{table} . Questionnaire is valid if $r_{count} \geq r_{table}$ (Sugiyono, 2018). The first step to do is decide the value of r_{table} . The level of significance for one-way test used in this test is 0.05 with a degree of freedom (degree of freedom) $df = n - 2$. The value of $n = 100$, then $df = 100 - 2 = 98$. The amount of $r_{table} = r(\alpha; df)$ so the value sought is $r(0.05; 98)$. Based on the r distribution table in Appendix 5, the value of $r_{tabel} = 0.197$ (Pratiwi, 2017).

The recapitulation results of testing the statement items for the Promotion Through Instagram and Purchase Interest variables can be described in Table 2 below.

Tabel 2
Recapitulation of Validity Test Results

Variable	Item	r_{count}	Description
Promotion Through Instagram (X)	X1	0,804	Valid
	X2	0,793	Valid
	X3	0,791	Valid
	X4	0,799	Valid
	X5	0,797	Valid
	X6	0,798	Valid
	X7	0,767	Valid
	X8	0,685	Valid
Purchase Intention (Y)	Y1	0,795	Valid
	Y2	0,827	Valid
	Y3	0,794	Valid
	Y4	0,855	Valid

Source: Primer Data, 2023 (processed)

Based on Table 2, the validity test results show that the lowest coefficient value obtained from the variable indicator is 0.685. The maximum value of the coefficient is 0.855. The sum of the 12 propositional items and all propositions, which are indicators of the independent and dependent variables in this study, are valid because the coefficient values are greater than 0.197 (Pratiwi, 2017). This validity means that the questionnaire measuring instruments used in this study

performed their measuring function correctly and that the statements tested are the correct indicators to be studied.

b. Reliability Test Result

After the validity test is accomplished, the reliability test is performed. Reliability is the ability of the instrument to demonstrate the stability and consistency of the measurement concept when the Cronbach's alpha value is greater than 0.6 and the instrument is said to be reliable (Sugiyono, 2013:102). The reliability test result related to the statements of the research variables are presented in Table 3 below.

Table 3
Recapitulation of Reliability Test Results

Statements Item	Total of Statement Items	Cronbach's Alpha	Description
Promotion Through Instagram (X)	8	0,904	Reliabel
Purchase Intention (Y)	4	0,835	Reliabel

Source: Primer Data, 2023 (processed)

Based on Table 3, all propositional terms for the variables 'Promotion Through Instagram' and 'Purchase Intention' have average Cronbach alpha values. Cronbach's average alpha for the promotion through Instagram variable (X) is 0.904 and purchase intention is 0.835. Since these mean values are all above 0.60, it can be interpreted that all propositional positions for all study variables meet the data reliability assumption. Data reliability indicates that test results are accurate and consistent when the same measurement tool is run repeatedly at different times and occasions when measuring promotion through Instagram and purchase intention for comprehensive research.

B. Discussion

The validity test results show that the lowest coefficient value obtained from the variable indicator is 0.685. The maximum value of the coefficient is 0.855. The sum of the 12 propositional items and all propositions, which are indicators of the independent and dependent variables in this study, are valid because the coefficient values are greater than 0.197 (Pratiwi, 2017). This validity means that the questionnaire measuring instruments used in this study performed their measuring function correctly and that the statements measured are the correct indicators to be studied.

Based on Table 3, all propositional terms for the variables 'Promotion Through Instagram' and 'Purchase Intention' have average Cronbach alpha values. Cronbach's average alpha for the promotion through Instagram variable (X) is 0.904 and purchase intention is 0.835. Since these mean values are all above 0.60, it can be interpreted that all propositional positions for all study variables meet the data reliability assumption. Data reliability indicates that test results are accurate and consistent when the same measurement tool is run repeatedly at different times and occasions when measuring promotion through Instagram and purchase intention.

Conclusion

This research was conducted as an early stage to measure the influence of promotion through Instagram on purchase intention at The Trans Resort Bali by conducting an instrument test for the questionnaire so that it is suitable for further research. Instrument tests in research using validity tests and reliability tests. The results of the research using the validity and reliability tests, it can show that the questionnaire indicators are appropriate for research with different times and bridges and can be repeated. This helps the research to be continued to the next stage for the distribution of respondents with more capacity and conduct more comprehensive research related to the influence of promotion through Instagram on purchase intention at The Trans Resort Bali.

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