The Impact of Instagram Social Media and e-Mouth of words as a Marketing Strategy on Purchasing Decisions

Estik Hari Prastiwi
Universitas 17 Agustus 1945 Surabaya
estik@untag-sby.ac.id

ABSTRACT

Study this aim for prove and analyze the influence of social media Instagram and mouth of word on decision purchase by direct nor through brand equity mediation . Method data collection used that is with method questionnaire , sample study of 150 respondents . Method sample used namely purposive sampling , namely respondents who have buy fashion products in e-commerce at least twice. Method data analysis used WarpPls 7.0 . Research results show Instagram influential significant to decision purchase , word of mouth is influential significant to decision purchase . Brand equity is as mediation Instagram 's influence on decision purchase . Brand equity is also a mediation the influence of mouth of word on decision purchase .

Keyword: Instagram, Mouth Of Word, Brand Equity, Purchasing Decisions

INTRODUCTION

Social media is an internet based media that allows user chance for interact and represent self , ok by momentarily or delayed , with audience large nor no pushing score of user-generated content and perceptions interaction with others (Carr & Hayes, 2015). Social media usually used for just show existence self , as a medium of information , even no rarely used too as a platform for selling and marketing product online . Social media different from other technologies and experts think that social media with easy to use used and focused on the customer, have more impact big and more fast than channel marketing others (Amo, et.al, 2018). Media use social as a promotional strategy company must notice suitable profile with the target market. One of the social media that is enough active used by the people of Indonesia is Instagram. Instagram is photo-sharing app that's trending lately this especially circle child young . Instagram has strength in the visual field where consumer can see with clear featured products company in the form of photo or video as well advertisement for example there is discount

LITERATURE REVIEW

Instagram users in Indonesia are 99.1 million people the is order to four in this world after India, the United States and Brazil. Instagram users occupy second social media users in Indonesia after Whatapp , Indonesian people from circle entrepreneur , teenager as well as parents many use Instagram for post an interesting moment or for promote his company . Instagram a lot give information promotion product company so that Public interested for buy product that.

Instagram is a application from a special Smartphone for social media which is one of the from digital media that have function almost same with twitter, however the difference lies in taking photo in form

or the place for share information to users. Instagram can also give inspiration for users and can also increase creativity, because Instagram has features that can be make photo becomes more beautiful, more artistic and become more good.

Muttaqin (2011) instagram marketing is to do marketing activities using all facilities provided by Instagram with destination increase sales (sales) and establish more communication forever with customers (customer relationships). Draft instagram marketing by Lasmadiarta (2011) is add that trust is important thing in To do offer, through Instagram people can build trust with convey message in the form of information as following:
- specify information about profile as much (as long as no disturb privacy)
- Enter the address and contact that can be contacted
- specify a number of name company partner (if exists)
- Become a member of famous people page
- Post something useful
- Enter photos convincing presentation
- Delivery Message

Gupta and Harris (2010) claim that development Internet technology has leading to e-WOM. Social media influence make the more many consumers who send and receive message through the internet. E-WOM is statement positive or negatives made by customers in the future , now or the past about something product or company , and can accessed by who just online (Thurau et al., 2004). When consumers want to gather information about product before to do purchase often consumer looking for product reviews or information online (Jalilvand and Samiei, 2012; Baker et al (2016) say that communication from mouth to positive mouth will increase purchasing Decisions, but if the information negative so will impact on the lack of interest buy . In research Goyette et al. (2010) divides e-

WOM into 4 dimensions namely Intensity, Positive Valance, Negative Valance and Content. Intensity is a lot opinion or opinions written by consumers on a networking site social. Positive Valance or comment positive is part of the Valance of Opinion, both of which opinion consumer positive and negative about product or service. Positive Valance that alone is positive comment from consumers on the network social. Usually comment negative appear because consumer dissatisfaction with product or service. Fill in the information from the web site social related to products and services.

Equity brand defined as set of assets and liabilities related brands _ with brands , names and symbols that add to the or reduce the value given by the item or service to company or customers (Aaker, 1991). According to Kotler and Keller (2013) Equity Brand is score plus from something reflected products and services in what to think, feel and do consumer as well as pride consumer use brand . Equity brand based customer as form difference brand knowledge generated from experience consumer to brand that.

Untari and Dewi (2018) the use of Instagram as a promotional strategy for batik products can increase where to sell batik consumer more easy see batik products without must come to place and order made _ online. Instagram social media has an effect by significant to intention buy product wardah (Larasati and Elsie, 2019). Instagram social media can also increase cafe visitor (Gede, 2018). Instagram social media is a cost- effective promotional media cost and energy marketing but impact outside normal because can reach consumer more area, result study Puspitarini and Reni (2019) shows use of Instagram for fashion products with give discount and display interesting product so that effective increase the number of followers so that result in increase amount sales .

Aji, et al (2020) Social media marketing (Instagram) is influential

significant to interest buy, yield Research also states that social media marketing has an effect on significant on brand equity, brand equity also has an effect positive to e-WOM. Study this aim for knowing Instagram 's influence on decision purchase by direct nor use brand equity mediation. Study This is also a goal for knowing the effect of e-WOM on decision purchase by direct with brand equity mediation.

Hypothesis from study this are:

1. Influential Instagram significant to decision purchase
2. Influential Instagram significant to decision purchase with brand equity mediation .
3. E-WOM is influential significant to decision purchase
4. E-WOM is influential significant to decision purchase with brand equity mediation .

METHOD

Study this is study quantitative . Method data collection using questionnaire with purposive sampling that is consumers who have To do purchase product fashion on e-commerce at least twice. Amount sample of 150 respondents . Study this is study quantitative with using the WarpPLS program for analyze data.

RESULTS AND DISCUSSION

Analysis result with WarpPLS show Instagram influential by significant to purchasing Decisions, Instagram influential significant to decision purchase with brand equity mediation . E-WOM is influential significant to decision purchase , E-WOM effect significant to purchasing Decisions with brand equity mediation . That thing seen from p value below 0.05

DIE: Jurnal Ilmu Ekonomi dan Manajemen
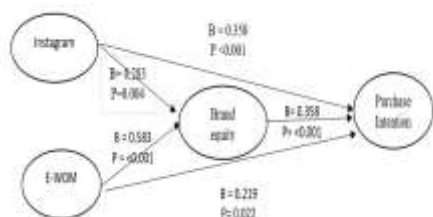
WarpPLS Model Evaluation

Outer model evaluation consists of:

1. Validity convergent

   Validity Convergent that is for test validity convergent with see loading factor value . The loading factor value above 0.6 indicates the indicator is valid.

Table 1 Instagram Load Factor

Indicator	Loading Factor	P Value	Information
I11	0.648	<0.001	Valid
I12	0.758	<0.001	Valid
I21	0.718	<0.001	Valid
I22	0.649	<0.001	Valid
I31	0.685	<0.001	Valid
I32	0.698	<0.001	Valid
I41	0.776	<0.001	Valid
I42	0.747	<0.001	Valid
I51	0.652	<0.001	Valid
I52	0.784	<0.001	Valid

Table 2 Loading Factor e-WOM

Indicator	Loading Factor	P Value	Information
M11	0.718	<0.001	Valid
M12	0.808	<0.001	Valid
M21	0.828	<0.001	Valid
M22	0.696	<0.001	Valid
M31	0.614	<0.001	Valid
M32	0.797	<0.001	Valid
M41	0.751	<0.001	Valid
M42	0.611	<0.001	Valid

Table 3 Loading Factor Brand Equity

Indicator	Loading Factor	P Value	Information
B11	0.693	<0.001	Valid
B12	0.659	<0.001	Valid
B21	0.723	<0.001	Valid
B22	0.791	<0.001	Valid
B31	0.723	<0.001	Valid
B32	0.794	<0.001	Valid
B41	0.650	<0.001	Valid
B42	0.650	<0.001	Valid

Table 4 Loading factor Purchasing Decisions

Indicator	Loading Factor	P Value	Information
PI 1	0.840	<0.001	Valid
PI 2	0.843	<0.001	Valid
PI 3	0855	<0.001	Valid
PI 4	0.800	<0.001	Valid

The loading factor variable value for Instagram, e-WOM, brand equity, purchasing Decisions are all show above 0.6 so that Fulfill criteria validity converge . The p value of all Instagram indicators, e_WOM , brand equity and purchasing Decisions are all Fulfill criteria validity convergent below 0.05.

2. Discriminant validity
Discriminant validity with see AVE (Average Variance Extracted) value . AVE value above 0.5 indicates the research variable already complied _ criteria validity discriminant .

Table 5 AVE (Average Variace Extracted)

	AVE . value	Criteria	description
I	0.509	> 0.5	Valid
M	0.536	> 0.5	Valid
B	0.508	> 0.5	Valid
PI	0.697	> 0.5	Valid

More AVE value big than 0.5 to Variable Instagram, Mouth of word variable, Brand Equity variable and Purchasing Decisions variable show Fulfill discriminant validity criteria .

Table 6 Realibility

Variable	Composite Reliability	Cronbach's Alpha	Information
I	0.911	0.892	Reliable
M	0.901	0.874	Reliable
BE	0.891	0.860	Reliable
PI	0.902	0855	Reliable

Composite Reliability variable value for Instagram. E_WOM, brand equity and purchasing Decisions are above 0.7 so that all variables meet composite reliability criteria . Cronbach's Alpha value is above 0.6 so that all questionnaire reliable.

Inner Model

Table 7 Goodness of Fit Model (GoF)

Model Fit and Quality Indices	Fit Criteria	Analysis Results	Information
Average path coefficient (APC)	P < 0.005	0.365 (P<0.001)	Well
Average R-squared (ARS)	P < 0.005	0.663 (P < 0.001)	Well
Average adjusted R Square (AARS)	P < 0.005	0.652 (p , 0.001)	Well
Avarage VIF block (AVIF)	Ideally 3.3	1,938	Well
Average full collinearity (AFVIF)	Ideally 3.3	2,671	Well
Tenenhaus GoF (GoF)	Small 0.1	0.611	Well
Sympson paradox ratio (SPR)	Ideally = 1	1,000	Well
R-squared contribution ratio (RSCR)	Ideally = 1	1,000	Well
Statistical suppression ratio (SSR)	Acceptable if 0.9	1,000	Well
Nonlinear bivariate causality direction ratio (NLBCDR)	Acceptable 0.7	1,000	Well

All criteria goodness of fit model is fulfilled all so that so that the model in study this already good .

Table 8 Test Hypothesis

Information	P Value	Information
I →PI Instagram →Purchasing Decisions	< 0.001	Significant
I →BE →PI Instagram against purchasing Decisionss with Brand Equity mediation	< 0.001	Significant
E-WOM →PI Mouth to word →Purchasing Decisions	0.022	Significant
E-WOM →BE →PI Mouth to word against Purchasing Decisions with Brand Equity mediation	< 0.001	Significant

Hypothesis test results show as following :
1. Hypothesis 1: Instagram is influential to purchasing Decisions. P Value of Instagram influence to purchasing Decisions of 0.001 below 0.05 so that hypothesis the proven significant .

Study this support study Larasati and Elsie (2019) where social media Instagram is influential significant on product purchasing Decisions wardah .

2. Hypothesis II: Instagram has an effect significant to purchasing Decisions with brand equity mediation . P value of Instagram 's influence on purchasing Decisions with mediation brand equity of <0.001 so that hypothesis the proven significant .

3. Hypothesis III: E-WOM has an effect significant on purchasing Decisionss. P Value E-WOM is influential significant to decision purchase of 0.022 so that hypothesis proven significant . Study this support study Noya , et.al.(2020).

4. Hypothesis IV : E -WOM take effect significant to purchasing Decisions with brand equity mediation . The P value of the effect of e -WOM on purchasing Decisions is <0.001 so that hypothesis proven significant.

Research results show social media Instagram influential significant on purchasing Decisionss. This thing show consumer many e-commerce fashion products use Instagram for see desired product, then _ after find the right one will bring up for make purchasing Decisionss. This thing seen from amount respondents who interact with Instagram at least 2 hours per day by 86.8% with preferred e-commerce that is shopee by 89.5% , followed by Tokopedia, Lazada, Bukalapak and Zalora.

Consumer E-WOM can seen from the comments given consumer other, usually comment What products are featured on Instagram? give positive rating or negative towards product that. Questions you want is known can asked in the comments that will answered Consumer can see fashion products displayed by e-commerce so that can evaluate is product that as desired good model, color, size, price, delivery and

so on based on experience other consumers who have buy product that.

Instagram research results on purchasing Decisions with significant brand equity mediation, p the shows brand equity consisting of from brand awareness, brand association, perceived quality and brand loyalty is proven Becomes Instagram mediation on purchasing Decisions. Research results this show consumer in decide the purchasing Decisions of e-commerce fashion products by consider awareness to wanted brand _ bought is in accordance with desired quality, consumers _ usually also loyal to the usual brand bought because already suitable with product that.

E-WOM is influential significant to purchasing Decisions with mediation bean equity. Consumer consider e-WOM on Instagram especially quality recommended product and price other consumers in the comments given on Instagram. Proven brand equity Becomes mediation the influence of e-WOM on purchasing Decisions where the comments on Instagram comments that give recommendation for choose fashion products featured on Instagram. Loyalty to certain fashion brand is one of the factors that consideration in determining purchasing Decisions supported by e-WOM on e-commerce , namely on the assessment given consumers on e-commerce, usually comment on shopee load by complete evaluation from consumer about quality product , quality delivery nor amount awarded star consumer will Becomes other consumers in decide on purchasing Decisions.

CONCLUSION
The results showed that the influence of Instagram on purchasing Decisions was significant. The influence of Instagram on purchasing Decisions by mediating brand equity is significant. The effect of e_WOM on purchasing Decisions is

significant. The effect of e-WOM on purchasing Decisions by mediating brand equity is significant. For future research, the mediating variable can use customer satisfaction or experience quality.

REFERENCES

Kotler, P., & Keller, K. 2012. Marketing Manajemen. New Jersey: Pearson Prentice Hall, Inc.

Nasrullah, R. 2014. Teori Riset dan Media Siber (Cybermedia). Jakarta: Prenadamedia Group.

Novi Erlinih, Ruth Mei Ulina Malau, S.I.Kom., M.I.Kom 2019. The Effect Of Social Media Instagram On Brand Equity Nasi Goreng Rempah Mafia (Quantitative Studies based on Instagram Followers @nasgormafia). e-Proceeding of Management : Vol.6, No.2 Agustus 2019.

Prasetyo, Matak Ajia , Vanessa Nadhilaa and Lim Sannya. 2020. Effect of social media marketing on Instagram towards purchasing Decisions: Evidence from Indonesia's ready to-drink tea industry. International Journal of Data and Network Science 4 (2020)

Priansa, D. J. 2017. Komunikasi Pemasaran Terpadu. Bandung: CV. PUSTAKA SETIA.

Rangkuti, F. (2009). The Power of Brands: Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek Plus Analisis Kasus dengan SPSS. Jakarta: PT. Gramedia Pustaka Utama. Solis, B. (2010). Engage: The Complete Guide for Brands and Businesses to Build Cultivate and Measure Success on The Web. New Jersey: John Wiley & Sons.

Tjiptono, F. 2011. Manajemen & Strategi Merek. Yogyakarta: ANDI. Vera, N. (2016). Komunikasi Massa. Bogor : Ghalia Indonesia.

Untari, Dewi, Dewi Endah Fajariana 2018. Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @Subur_Batik). Widya Cipta, Volume 2 No 2

Virginia Larasati , Elsie Oktivera. 2019. Media Sosial Instagram Berpengaruh Terhadap Minat Beli Produk Wardah. Jurnal Administrasi Kantor, Vol.7, No.1, Juni 2019.