

# The Effectiveness of Photo-Sharing-Based Instagram Social Media in Influencing Consumer Purchase Intentions on the @manteracorner Instagram account

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## ABSTRACT

Most Indonesians use the internet to access social media in the form of platforms. One of them is Instagram social media. As for the strategy to expose a product through Instagram by sharing photo and video content. This study focuses on the effectiveness of photo-sharing-based Instagram social media in influencing consumer purchase intentions on the @manteracorner Instagram account and customer engagement as a mediating variable. The purpose of this study is to determine the influence of Instagram on consumer's purchase intentions and those customer engagement variables can mediate between Instagram social media and consumer purchase intentions. In previous research, it has been found that there are differences in the findings of the Instagram social media variable on consumer purchase intentions, so that it became a reason for research to conduct this study. This study uses quantitative methods. Data were analyzed using mediating regression with SPSS 22 software. And using purposive sampling with a sample of 106 respondents. The results of the hypothesis in this study indicate that Instagram social media has a significant effect on consumer purchase intentions and customer engagement. And, customer's engagement has insignificant results on consumer purchase intentions. The conclusion is that customer engagement does not mediate between Instagram social media and consumer purchase intentions.

**Keywords:** Instagram social media; Purchase intention; Customer engagement.

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## 1. Introduction

Based on We Are Social's research through [kompas.com](https://www.kompas.com), the number of internet users in Indonesia in 2020 reached 175.4 million and an increase of 17% from the previous year. The average Indonesian citizen aged 16-64 years can spend four hours 46 minutes in a matter of days using the internet, most Indonesians use the internet to access social media. Thus, users who actively use social media in Indonesia increased by 8.1% with a total achievement of 160 million active users (Pertiwi, 2020).

The Latest Insight Inti The State of digital published on February 11, 2021, it can be stated that in research results related to patterns of social media use in a number of countries including Indonesia

according to the report states that the average Indonesian spends three hours and 14 minutes a day to access social media. Of the total population in Indonesia of 274.9 million people, active social media users reach 170 million. The state of Indonesia has been listed as a top 10 list that is actively using social media. Indonesia's position is ranked ninth out of 47 countries analyzed. It can be concluded that social media users, both YouTube, Facebook, Twitter, Instagram, and other social media accounts are social media in the form of a platform that is a place to share content that is widely used by Indonesian citizens in the form of writing, images, photos, videos or videos. which can be used as a content marketing tool.

Instagram is the most popular image or photo-based social media for smartphones (Salomon, 2013). Studies show that photos and videos help attract customers to buy (Hautz et al. 2013). Instagram reached 1.158 billion users in July 2020 (Statistia, 2020b). and its exponential growth has enabled business owners to use it as a resource to showcase their products to the public (Zilber et al., 2019). One way to expose a product through Instagram is by creating content, one of which is photo and video content. Instagram is a free application for sharing photos, videos, and social networking services that allow users to take photos, videos, by sharing them to various social networking services, including Instagram itself (Frommer, 2010). Thus, many users use Instagram for inspiration and things they like such as looking for products and services to become a forum for business opportunities regarding business activities such as marketing products or services through Instagram (Saadeghvaziri, 2011).

The previous research related to Instagram social media on consumers' purchase intentions and found inconsistent results between Instagram social media variables and consumers' purchase intentions. A study conducted by Muhammad Asyraf Hasim, Mohd Fikri Ishak, et al. (2020) states that there is a positive relationship between social media wealth and purchase intention, which explains its effect on consumers and social media wealth on Instagram (in terms of attractiveness, content in the form of photos, videos, and the user interface), thus encouraging purchase intention. The same results were also conducted by research by Essi Poyry, Matilde Pelkonen, Emma Naumann & Salla Maaria Laaksonen, (2019) that there is a positive influence related to photo attitude, which can increase purchase intention in general celebrity photos. Conformity between shots had the strongest positive effect on photo attitude and purchase intention. As well as research conducted by Chiara Valentini, Stefania Romenti, et al. (2018) with the results that image-based features of Instagram visual content affect digital users' perceptions of that content. In contrast to the research conducted by Nuttamon Amompashara, Nopadol Rompho, Monvika Phadoogsithi, (2015) states that the factors that influence purchase intention there are 5 factors. The analysis results say that 5 of the 8 elements directly affect the purchase intention of Instagram users. One of the most influential factors is recreational messages, which have a negative (-0.975) effect on purchase intention. This means that users who see pictures and notes on Instagram can cause feelings of pleasure that can trigger no sense to buy the product.

Thus, Instagram social media does not always have a positive and significant effect on consumers' purchase intentions. This can be possible for several reasons, including that the independent variable (independent variable) under study is inaccurate or lacks support from the independent variable. Thus, to explain the inconsistency of the findings, the researcher added a mediating variable for customer involvement, the justification of the researcher for adding a customer involvement variable as a mediating variable that the face in photos on Instagram significantly affects digital public engagement (Bakhshi et al., 2014). Customer engagement on social media

serves as an important factor in generating purchase intention among consumers. Several research studies (i.e., Varkais and Neuhofer 2017; Dieck, Jung, Kim and Moon 2017; Phelan, Chen and Haney 2013) Based on these several studies, it can be seen that the results of studies examining the influence of Instagram social media on consumer purchase intentions still give positive results. Therefore, further research needs to explain the causal relationship between Instagram social media and consumer purchase intentions.

## **2. Literature Review**

### *2.1 Media social instagram*

According to Puntodi (2011), social media is a website-based feature that can form a network to allow people to exchange, collaborate, and get to know each other in the form of visual and audiovisual writing. For example like Instagram, Facebook, Foursquare, and others. While the definition of social media Instagram is a group of applications using an internet-based and web 2.0 technology that allows the exchange and creation of user-generated content Kaplan & Haelein (2014).

### *2.2 Purchase intention*

According to Schiffman and Kanuk (2007:238), purchase intention is when the consumer's intention appears to buy products advertised on Instagram. Purchase intention is a person's situation before acting that can predict the behavior or action (Ajzen & Fishbein, 2005). Meanwhile, according to Kotler (198), purchase intention is part of consumer behavior in determining purchase intentions on a particular product or service. Purchase intention is the desire to have an effect; buying interest will arise if consumers are influenced by the quality and quality of a product, information about the product, price, how to buy, and the weaknesses and strengths of the product (Durianto, 2013).

### *2.3 Customer Engagement*

Customer engagement is defined as the intensity of individual participation and association with organizational offerings and activities initiated by the customer or the organization (Vivek, Beatty, and Morgan 2012). Customer involvement involves cognitive, emotional, and behavioral processes Hollebeek (2011). Customer engagement can be measured through page views, click-through rate, and other measures based on social media platforms (Cvijikj and Michaelles 2013). Some commonly used customer engagement parameters are "like," "share," and "comment" on brand pages (De Vries et al., 2012). Customer engagement is a behavioral and psychological-oriented marketing activity. This is reflected in a customer's interaction with other customers or companies in a forum to obtain product information or anticipate the risks that will be accepted if he consumes the product (Brodie et al., 2011).

### *2.4 Instagram social media on consumer purchase intentions*

Research by Muhammad Asyraf Hasim, Mohd Fikri Ishak, et al. (2020) said that there is a positive relationship between social media wealth and purchase intention, which explains its effect on consumers and social media wealth on Instagram (in terms of attractiveness, content in the form of photos, videos, and the user interface), thus encouraging purchase intention. According to Essi

Poyry, Matilide Pelkonen et al. (2019), his research found a positive influence related to photo attitudes, which could increase purchase intention in general celebrity photos. Conformity between shots had the strongest positive effect on photo attitude and purchase intention.

H1: Instagram social media has a positive effect on consumer purchase intentions.

### *2.5 Instagram social media on consumer engagement*

Research conducted by Jason P. Doyle, Yiran Su & Thilo Kunkel (2020) said in his research findings that the Athletic Performance content type attracts higher levels of consumer engagement than other types of content. Posts containing good quality photos and athletic teammates overall positively affect the level of engagement. Researchers by Yiyie Lie & Ying Xie (2020) stated that their research results found a significant and strong effect of positive image content on customer engagement from product category users. Further research by Elise Deveruex, Louise Grimmer, et al. (2019) in the research results shows that social media posts of small retail companies (Facebook, Instagram, and Twitter) illustrate the importance of post content in the form of text, images, photos, videos can increase activity to increase the use of social media marketing to engage more effectively with customers and follower.

H2: Instagram social media has a positive effect on consumer engagement.

### *2.6 Customer engagement on consumer purchase intentions*

Research conducted by Chiaburu Corkum, Chin Xung Lieb, et al. (2019) in his research results found that mobile app customer engagement positively affects brand equity, which further increases the purchase intention of existing customers. In other words, that mobile application customer engagement is an important factor in explaining how purchase intent can be driven. According to Prince Clement Addo, Jiaming Fang et al. (2020) stated in the results of their research that there is a positive relationship between customer and follower engagement on purchase intention in direct streaming digital marketing (Addo, Jiaming, et al., 2020) in their research results revealing a positive effect of customer engagement on customer empowerment and psychological flow. The positive impact of customer empowerment and psychological flow on community identity and brand attachment, the positive impact of community identity on purchase intention, and the positive effect of brand attachment on purchase intention and brand attitude.

H3: customer engagement has a positive effect on consumer purchase intentions.

### *2.7 Customer engagement mediates Instagram social media on consumer purchase intentions.*

Research conducted by Liew Chee Yoong, Song Bee Lian, et al. (2018) results, social interaction, information sharing, and attractiveness significantly affect customer engagement on social media. Customer engagement is positively correlated with purchase intention. According to Dohar Christian Sujiwo Sijabat, Florensus Deri Saputra et al. (2020), social network marketing influences consumer engagement and its effect on consumer purchase intentions. This means that consumers will buy based on their social network marketing activities and employment with the company.

H4: Customer engagement mediates the influence of Instagram social media on consumer purchase intentions.

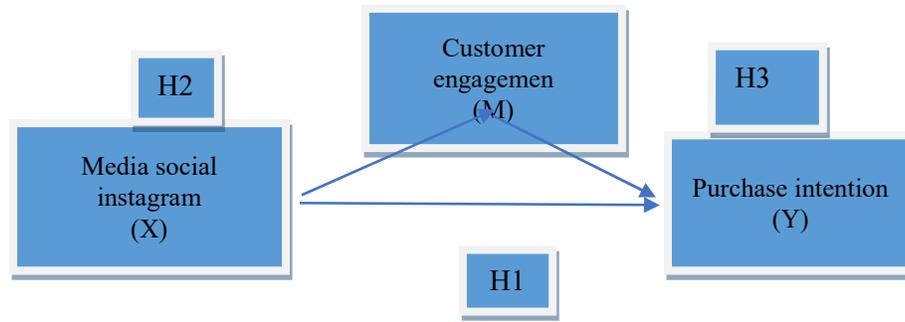


Figure 1. Model Research Model

### 3. Research Methodology

#### 3.1 Data collection

The study used a survey method through the distribution of questionnaires distributed to respondents according to predetermined criteria. Questionnaires were distributed through google forms and met directly with respondents at the research site. Purposive sampling was used as a sampling technique. The criteria used are Instagram users who follow and know the @manteracorner Instagram account. With the number of respondents, 106 people.

#### 3.2 Measurement items

A 5-point Likert scale was used to measure the questionnaire variables. Instagram social media uses indicators such as hashtags, follow locations, shares, likes, comments, mentions. (Kaplan & Haelein, 2014). The variable of consumer purchase intention is measured using 5 indicators from Bower and Landreth (2001) and Baker & Churchill (1997) such as, it is likely that consumers will buy products advertised on Instagram, consumers are willing to buy advertised products, consumers have a desire to buy products that are advertised on Instagram. advertised, consumers want to try the advertised product, consumers want to buy the advertised product when they find it. And the customer involvement variable was measured using 5 indicators such as, vividness, interactivity, product description, entertainment, content mix. (De Vries et al. 2012). All variables were measured using a 5 Likert scale (1 strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

#### 3.3 Analysis tools

This study uses a mediation regression analysis technique with the causal step method developed by Baron and Kenny (1986). In this study, the method used as the variable M is declared to mediate x against y if it meets several criteria, namely a, b, c must be significant (sig < 0.05). And the value of c to c' goes down. If c is significant and c' becomes insignificant, then M has declared the absolute mediation of X's relationship to Y. Meanwhile, if c is significant and c' remains significant, then M is declared partial mediation of X's relationship to Y.

### 4. Results

#### 4.1 Respondent profile

Based on the data collected, 106 questionnaires were obtained that can be used, the majority of respondents using Instagram social media 100%. The type of social media that respondents often use is Instagram, 82%. Respondents' knowledge about the Mantera Corner Instagram account is 40%, and the average respondent knows the Instagram account through the hashtag as much as 50%. Some respondents chose to visit the cafe after seeing 40% of the Mantera Corner Instagram account. Respondents are willing to buy products from the 50% Mantera Corner Instagram account. And customer engagement in the Mantera Corner Instagram account, from likes to post photos as much as 40%, respondents often see 30% of Mantera Corner Instagram accounts, and according to respondents that Instagram social media accounts on Mantera Corner are fascinating 30%, provide clear information 30%, as well as 50% entertaining content.

#### 4.2 Validity and Reliability Test

Tabel 1. Validity and Reliabilitas test results

Variabel	Item	Pearson Correlation	Sig (1-tailed)	N	Explanation of validity test	Cronbach's Alpha	Explanation of reliabilitas test
Media social instagram (X)	1	0,759	0,000	30	Valid	0,566	Reliabel
	2	0,675					
	3	0,776					
Customer engagemen (M)	4	0,749	0,000	30	Valid	0,742	Reliabel
	5	0,854					
	6	0,856					
Purchase intention (Y)	7	0,777	0,000	30	Valid	0,742	Reliabel
	8	0,852					
	9	0,810					

Based on the table above shows that the Instagram social media variables (x), consumer purchase intention (y), and customer involvement (m) are declared valid data because  $< 0.05$ . and the Instagram social media variable (x) is said to be sufficient to meet the reliability test criteria, and the consumer purchase intention variable (y) and customer involvement (m) meet the reliability test criteria with a high interval of 0.742.

#### 4.3 Normality test

Tabel 2. Normality test results

		Standardized Residual
Medsos Ig-Purchase intention (X-Y)	Asymp.Sig (2-tailed)	0,182
Medsos Ig-Customer engagement (X-M)	Asymp.Sig (2-tailed)	0,087
Medos Ig, Cust. engagement – Purchase intention (X-M-	Asymp.Sig (2-tailed)	0,200

Y)		
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Based on the data in the table above, the normality test is stated to be routine data because it is more than 0.05.

#### 4.4 Classical Non-Heteroscedasticity Assumption Test

Tabel 3. The results of the non-heteroscedasticity classical assumption test

Model	Unstandardized Coefficient	Standardized Coefficients		
	B	Beta	t	Sig
Medsos Ig (X) – Purchase intention (Y)	0,134	0,169	1,743	0,084
Medsos Ig (X) – Cust. Engagement (M)	0,007	0,015	0,152	0,880
Medsos Ig (X), Cust. Engagement (M) – Purchase intention (Y)	0,24	0,118	1,163	0,247

Based on the data in the table above, there is no difference in all tests of classical non-heteroscedasticity assumptions because it is more significant than  $\alpha > 0.05$  so that it is declared insignificant, or non-heteroscedasticity does not occur.

#### 4.5 Non-multicollinear classical assumption test

Tabel 4. Non-multicollinear classical assumption test results

Model	Understandar dized	Coefficients	Standardized Coefficients			Collinearity	Statisstict
	B	Std. Error	Beta	T	Sig	Tolerance	VIF
Constan	0,6500	1,554		4,182	0,000		
Medsos Ig	0,397	0,129	0,295	3,074	0,003	0,935	1,070
Customer engagement	0,091	0,085	0,103	1,072	0,286	0,935	1,070

Based on the table above, the classical non-multicollinear assumption test results show that there is no multicollinearity because  $< 0,10$ .

#### 4.6 Hypothesis test

Tabel 5. Hypothesis test results

Con between var	Coefficients	Value t	Sig	Alpha (a)	Description
H1: Medcos Ig - Purchase intention ©	0,432	3,460	0,001	< 0,05	Accepted
H2: Medsos Ig –	0,390	2,696	0,008	< 0,05	Accepted

Customer engagement (a)					
H3: Customer engagement – Purchase intention (b)	0,91	3,072	0,286	>0,05	Rejected
H4: Customer engagement - Medsoc ig- Purchase intention ©	0,397	1,074	0,003	<0,05	Accepted

Based on the hypothesis testing using the causal step test with the three steps above, the Instagram social media variable (x) on purchase intention (y) is directly significant. Instagram social media on customer engagement is substantial, but after being tested on Instagram social media (x), on consumer purchase intentions (y), it is found that b is not significant. So, it can be concluded automatically that mediation regression testing uses a causal step test with the mediation of customer involvement does not mediate between Instagram social media variables (x) and consumer purchase intentions (y).

Tabel 6. Hypothesis test result

Variable	F- account	F- tabel	R- square
Medcos Ig - Purchase intention ©	11,947	3,08	0,103
Medsos Ig – Customer engagement (a)	7,270	3,08	0,065
Customer engagement - Medsoc ig- Purchase intention ©	6,570	3,08	0,113

The value of the coefficient of determination on the Instagram social media equation (x) on consumer purchase intentions (y) is 0.103 which means the influence of social media on the purchase value is 10.3%, the rest is influenced by other variables not examined in this study, then the value of the coefficient of determination from the Instagram social media equation (x) to customer engagement (m) of 0.065 which means the influence of social media on customer engagement is 6.5%, the rest is influenced by other variables that are not part of the variables of this study, and the value of the coefficient of determination on The equation of customer involvement (m) mediates between the Instagram social media variable (x) on consumer purchase intentions (y) of 0.113 which means the influence of customer involvement (m) mediates between the Instagram social media variable (x) on consumer purchase intentions (y) of 11,3%, the rest is influenced by other variables that are not included in this study. As for the results from table 5, it can be seen that the t value of each equation > from t table 1.65 with the relationship between the equations has a significant effect. Based on the F test table, that each equation has a test result > greater than 3.08 (F table), it can be concluded that the model includes the criteria for the vit model or is suitable.

## 5. Discussion

Instagram social media has a significant effect on consumer purchase intentions and customer engagement. However, customer engagement has a non-significant result on consumer purchase intentions so that the customer involvement variable does not mediate between Instagram social media and consumer purchase intentions.

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