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The Effect of Promotion through Instagram Social Media on Purchasing Decisions at Chocolicious Cake Stores in Makassar City

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Article Info	Abstract
	This study aims to determine and analyze the effect of promotion through social media Instagram on purchasing decisions at a chocolicious cake shop in Makassar City. Customer Study of Chocolicious Cake Shop on Jln A.P. Pettarani Makassar. The research method used in this research is descriptive quantitative, with a total sample of 60 respondents. The analytical method used in this study is a simple regression analysis using SPSS 24. The results showed that promotion through social media Instagram had a positive and significant effect on purchasing decisions with the results of the t count> t table (6.564> 1.671). Chocolicious products are accepted by the public and also show that indeed social media has an important role in conveying information such as introducing products to the general public if we are good at using them.

Introduction

At this time the development of information technology is increasing rapidly making the flow of information easier and faster. These technological advances provide a lot of convenience and comfort in human life, to get access to various information, with the assistance of technology that is very helpful, one example of increasingly developing technological advances in the internet. Product marketing is a detailed plan containing how to sell a product or service (Gronroos, 1978; Oliva & Kallenberg, 2003). The existence of this strategy ensures that a product or service can be marketed effectively to a particular target market (Lovelock, 1983; Wilson & Gilligan, 2012). Marketing of products with the internet is not different from marketing products directly to consumers, but business people make payments by buying and selling with consumers directly which has a very wide reach even reaching consumers in different countries.

Business entrepreneurs use technology to introduce their products by promoting them through social media (Lacho & Marinello, 2010). It is undeniable that promotion through social media is very effective, the method is quite easy, just by uploading product photos on social media accounts accompanied by various information about the product so people who follow social media accounts can find out about the product and it is not impossible that they are interested and inform those closest to them (Aral et al., 2013).

Promotion through social media is also used by one of the entrepreneurs engaged in the culinary field in the city of Makassar who is 6 years old from 2013, namely Chocolicious. Chocolicious is a business with the main menu of tart (cake). The owner of this business considers that the Chocolicious business has great business prospects, seeing the large number of food preparations made from tart dough that are still in demand by the public. The menus offered

by chocolious are cake variants, birthday cakes, brownies, pies, various bread, cookies, and snacks.

To introduce this business, Chocolious's owner chose to promote their products through Instagram social media by posting their flagship menus and product prices so that their Instagram followers can immediately find out this information.

Not only that, but Chocolicious also collaborates with Go-Jek and Grab, an online transportation application where this application not only provides transportation services but also food delivery services. The trend of using online transportation has existed for the last three years.

Since the trend of online transportation services, people prefer to place orders using this application. Likewise, online-based businesses without delivery services like this business will be difficult to run because delivering products to consumers requires delivery services. Chocolicious collaborates with this company to make it easier for their consumers who want to enjoy their products but cannot come directly to the outlet to order so that they can order through the application.

The Chocolicious Instagram account is very active in posting various of their superior products, this is done so that followers continue to get the latest menu updates and don't forget the existence of Chocolicious products, given the many competitors who sell similar products and also market their products through Instagram.

By looking at the phenomenon of using social media as a promotional media and a number of things above, researchers are interested in knowing whether promotion through social media which only uses photos and videos without seeing or trying these products directly has an influence on people's purchasing decisions where currently the business world has also been influenced. by technological developments, therefore the researchers raised the title of research. This study aims to determine and analyze the effect of promotion through social media Instagram on purchasing decisions at a chocolicious cake shop in Makassar City. Customer Study of Chocolicious Cake Shop on Jln A.P. Pettarani Makassar.

Methods

traditional methods, because this method has been used for a long time so that it has become a method for research. This method is called the positivistic method because it is based on the philosophy of positivism. This method is a scientific method because it meets scientific principles, namely concrete/empirical, objective, measurable, rational, and systematic (Sugiyono, 2013). This method is also called the confirmative method because this method is suitable for verification/confirmation. This method is called a quantitative method because the research data is in the form of numbers and the analysis uses statistics.

The general regression equation is as follows (Priyatno, 2014):

$Y = a + bX$

Information:

Y: Purchase Decision
X: Price
a: Constant Value, which is the value of Y if $X = 0$
b: Regression coefficient, namely the value of increase or decrease in variable Y based on variable X

According to Sugiyono (2013), the hypothesis in research is interpreted as a temporary answer to the formulation of research problems. The correctness of the hypothesis must be proven

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through the collected data. Meanwhile, statistically, the hypothesis is a statement or conjecture regarding the state of the population which is still temporary or has a weak level of truth. Therefore, the statistic tested is the null hypothesis (Ho), which means that there is no difference between parameters and statistics (sample data). As for the alternative hypothesis (Ha) states that there are differences between parameters and statistics. The correlation coefficient test is said to be significant if -t table <t count <t table then the null hypothesis (Ho) is accepted while for the alternative hypothesis (Ha) is rejected. So on the contrary, if t <-t table or t count> t table then (Ho) is rejected and (Ha) is accepted.

The correlation coefficient test is said to be significant if using the t-test analysis, through the following procedures: (1) Ho: bi = 0 There is no influence between price (X) on consumer purchasing decisions (Y). (2) Ha: bi ≠ 0 There is an effect of price on consumer purchasing decisions.

The following is the t-test formula used in testing the hypothesis:

$$t_{count} = r \frac{\sqrt{n-2}}{\sqrt{1-r^2}}$$

Source: Suhasaputra, 2012: 133

Information:

t: significant level results
r: correlation coefficient
n: the amount of data

Determining the significance level of the calculation results of the relationship (correlation) can be known to be relevant (significant) or not by comparing the calculation results of the T-test statistic with the T table. Where the significant level is $\alpha / 2 = 0.05 / 2$ with two-party test and degrees of freedom (dk = n-k-1). where dk = degrees of freedom, n = number of samples, k = independent variables, meaning that if it shows a relevant (significant) influence between two variables, then the null hypothesis is rejected with a 95% confidence level, it can be concluded that it really shows a significant influence between the two variables.

Measure the withdrawal from the test if using a significance level. The test withdrawal criteria if using a significant level ($\alpha / 2 = 0.05 / 2 = 0.025$) to be tested, then the benchmarks for acceptance and rejection of HO are as follows: (1) If significance <0.05 then H_0 is rejected (2) If Significance> 0.05 then H_0 is accepted.

Results and Discussion

This research uses primary data types. Primary data in this study were obtained directly from the results of distributing questionnaires to Chocolicious consumers. The sample in this study amounted to 60 respondents. The following are the results of the research obtained from the field presented as follows:

Simple Linear Regression Analysis

The simple regression method is intended to determine how much influence the variable promotion via Instagram has on purchasing decisions. The following shows the results of a simple regression test in the table below:

Table 1. Simple Linear Regression Results

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,925	3,710		1,867	,067
The Effect of Promotion	,753	,115	,653	6,564	,000
a. Dependent Variable: Buying decision					

Source: Processed data from SPSS 2020

In this output, it is stated that the coefficient value of the regression equation used is a simple regression analysis with the formula:

Y= a + bX

Where:

Y = Purchase Decision
X = Promotion via Instagram

Based on table 1, the results of the regression equation model are obtained:

Y = 6.925 + 0.753X

The regression equation above shows that the coefficient value of the promotion variable through Instagram social media (X) is 0.753 which means that if the promotion strategy through Instagram increases by one unit, the purchase decision will increase by 0.753 units or by 75.3%. This method shows that the regression coefficient of the estimated results is positive, which illustrates that there is a positive relationship between the promotion variables via social media Instagram on purchasing decisions.

Hypothesis Testing (t-test)

Partial hypothesis testing is intended to determine whether or not the independent variable influences the dependent variable. The criteria for determining the results, namely if t count> t table, the independent variable affects the dependent variable and vice versa, based on a significance value of 5% if the value is sig. <0.05 then there is an influence between variables. The results of the hypothesis in this test can be seen in the table below:

In table 2., it is known that t count on Instagram promotion is 6,564. At degrees (df) = N - 2 = 60 - 2 = 58, it is found that the t table is 1.671. A significant value of 0.00 <from 0.05 with a positive value of 0.753. So it can be concluded that if t> t table then H0 is rejected. And if the value is sig. <0.05, the variable has a significant effect. Based on the table above, it can be seen that the significant correlation value <0.05 (0.000 <0.05) means that promotion through Instagram social media has a significant effect on purchasing decisions.

From the t-test results obtained, namely t count> t table (6,564> 1,671), which means that H0 is rejected and Ha is accepted. In other words, there is an influence between promotions via Instagram on purchasing decisions.

So it can be concluded that the promotion variable through Instagram has a positive and partially significant effect on the purchasing decision variable. The purpose of this study is to determine the effect of promotion through social media Instagram on purchasing decisions at Chocolicious Makassar. The analysis technique used is a simple regression analysis because the variables in this study consist of one independent variable and one dependent variable. This

analysis is used to determine the description of the variables. Based on the results of the analysis that has been described, the results show that the variable (X) Promotion through Instagram Social Media has a significant effect on the variable (Y) on purchasing decisions on Chocolicious. The results of the regression test show that the regression coefficient is positive at 0.753.

In this technological development also affects the occurrence of changes in the promotion. Currently, the practice of promotion through social media is starting to develop and is used as a medium to market products. Promotion through social media is done by creating content that attracts the attention of social media users so that it allows them to continue to follow a social media account and share this content through their social media. Social media as a promotional media has a plus compared to other promotional media through social media, business actors can easily establish interactions with consumers. You as a business actor can immediately find out what customers are complaining about and can also evaluate shortcomings (Safko, 2010; Paine, 2011). The promotion carried out by Chocolicious is quite successful by using social media Instagram, seen from the answers of respondents on average like content owned by Chocolicious. The content is very well designed so that it can attract Instagram users to follow the Chocolicious Instagram account as seen from the increasing number of social media followers. Chocolicious also maintains relationships with consumers by always providing attractive promos and consumers always provide feedback after purchasing by providing testimonials. This kind of relationship must continue so that customers do not move and keep making purchases at Chocolicious. Collaboration with online transportation applications also greatly affects sales levels. With technology that is increasingly developing, people use it to make it easier for them in various ways, one of which is the existence of delivery service like this which is considered more efficient than coming directly to the outlet.

The promotion that is only carried out through social media is quite successful and has been proven by Chocolicious, although it has only been running for one year Chocolicious is successful in opening many branches, this shows that their products are accepted by the community and also shows that social media has an important role in conveying information such as introducing a product to the general public if we are good at using it.

The supporting factor of Chocolicious is the strong communication between waiters and consumers so that Chocolicious can open branches in other places. The public's capture power that is positive towards Chocolicious is very good and there is also an inhibiting factor from Chocolicious, it is that the budget spent by Chocolicious is still insufficient to open branches outside the city.

Conclusion

The results of the t-test found that count> t table (5.152> 1.986) then Hodit rejected and Ha were accepted, the significant correlation value <0.05 (0.000 <0.05) means that promotion through Instagram social media has a positive and significant effect on purchasing decisions. These results indicate that the research hypothesis is proven that there is an effect of promotion through social media Instagram on purchasing decisions at the Chocolicious cake shop.

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