



The Influence of Promotion Through Instagram Social Media and E-WOM on Purchase Interest in UMKM Siris Meals Jakarta

Gustinanda Priatna^{1*}, Achmad Zaini²

^{1,2}Marketing Management Study Program, Department of Business Administration, Politeknik Negeri Malang, Indonesia

E-mail: ¹⁾ gustinandapriatna@gmail.com, ²⁾ achmad.zaini@polinema.ac.id

ARTICLE INFO

Article History

Received : 07.02.2025

Revised : 12.03.2025

Accepted : 18.03.2025

Article Type: Research Article

*Corresponding author:

Gustinanda Priatna

gustinandapriatna@gmail.com



ABSTRACT

The rise of social media has transformed digital marketing strategies, with Instagram emerging as a key platform for small and medium-sized enterprises (MSME) to engage consumers. This study examines the impact of Instagram-based promotions and electronic word-of-mouth (E-WOM) on consumer purchase interest in Siris Meals Jakarta. A quantitative research approach was employed, utilizing a purposive sampling technique with a sample of 100 respondents. Data were collected through questionnaires and analyzed using multiple linear regression. The findings indicate that both Instagram promotions and E-WOM have a significant positive influence on purchase interest, both individually and collectively. The independent variables contributed 56.6% to variations in purchase interest. These results highlight the importance of optimizing Instagram as a promotional tool to enhance consumer engagement and drive sales. Based on these findings, it is recommended that Siris Meals strengthen its Instagram marketing strategy to maximize consumer reach and engagement.

Keywords: Instagram Marketing, Social Media Promotion, Electronic Word-of-Mouth (E-WOM), Consumer Purchase Interest, MSME, Digital Marketing

1. Introduction

Information and communication technology is experiencing rapid growth in the world. Many people have used the internet to fulfill their needs, thus requiring businesses to conduct online promotions to increase consumer buying interest. This revolution is characterized by the evolution of marketing from traditional marketing to mobile marketing (Manap, 2016). Mobile Marketing is a digital strategy that targets certain demographics using smartphones and other similar devices on websites and social platforms. Social media has become increasingly influential in promoting and marketing MSMEs in Indonesia. Social media has become the main platform for sharing promotions, reviews and menu recommendations widely, which will attract consumer buying interest. One of the trending social media used by entrepreneurs to market their products is Instagram.

Instagram is an application used to share photos and videos. In addition, business actors can interact directly with anyone by sending messages through the direct message (DM) feature and also commenting on shared posts. It is very important for businesses to share interesting and informative content in order to influence the buying interest of potential customers to buy the product. Based on We Are Social data, (2024), Instagram is an application with 85.3% active users dominated by users aged 16-64 years. Since 2020, Instagram has been in fourth position after Facebook, Whatsapp, and YouTube. By 2024, Instagram had risen two notches and was the second most frequently used app. This shows that Instagram is able to gain significant

popularity and the increase reflects a positive response from users to features, content, or marketing strategies implemented by Instagram. The large number of Instagram social media users can provide potential opportunities for businesses, especially in marketing their products, increasing consumer awareness or interest in products, and buying and selling with consumers.

One of the major challenges faced by MSMEs is increasing consumer buying interest. More and more MSMEs are realizing the potential of Instagram as the most effective marketing platform. Hence, many MSMEs are competing to use Instagram to build their brand, showcase products or services by beautifying and maximizing Instagram views. Requires every brand to provide attractiveness to its advertisements by bringing out the advantages and uniqueness to attract consumer buying interest (Mardiani & Wardhana, 2018).

Siris Meals is an MSME in the culinary field that serves various types of traditional food which was founded in 2016 and is located in East Jakarta. Siris Meals has utilized Instagram as one of the main channels to promote its products. With a total of 1,235 followers, Siris Meals also actively drives the promotion of its products on Instagram to introduce its products to the wider community. However, Siris Meals has encountered difficulties that have resulted in their low competitiveness. Siris Meals experiences intense business competition where many MSMEs or competitors maximize their appearance and promotion on Instagram. Apart from the many competitors, there are also several problem factors in attracting attention on Instagram which cause a lack of engagement or interest in Siris Meals' Instagram, namely the frequency of posting inconsistent content, and lack of interaction with followers.

Because the interaction will create a good relationship between the seller and the buyer. When consumers have a good interaction experience and are even satisfied in the present, they will provide positive Electronic Word of Mouth (E-WOM) for others, which will generate purchase interest. E-word-of-mouth involves the interactive sharing of information among potential customers regarding products and services, which is made accessible to a larger online audience (Delimah et al, 2021). Unlike Word of Mouth (WOM), E-WOM can reach a much wider scope of communication. Online reviews in the internet media collect many examples of E-WOM and make it accessible to anyone in a short time, which makes E-WOM much more impactful. Satisfied consumers often share their experiences on social media, which can attract the attention of their friends and followers, thus increasing engagement.

Aside from utilizing social media for marketing purposes, electronic word-of-mouth (E-WOM) plays a significant role in shaping consumers' buying decisions. Consumers have a tendency to rely on feedback and suggestions from other users on social media platforms. Favorable reviews and endorsements from consumers have the ability to boost brand recognition and encourage buying behavior. Siris Meals is still trying to encourage its consumers to share their experiences on social media, especially on Instagram stories. The author's interest in conducting research on the Effect of Promotion through Instagram Social Media and E-WOM on Purchase Interest at MSME Siris Meals Jakarta stems from the background given above.

Problem restrictions are shown to direct research so as not to deviate from the discussion. The problem limit in this study is how promotion through Instagram social media and E-WOM can influence consumer buying interest in all circles. The research is only focused on active users and followers of the Siris Meals Instagram account, which has amounted to 1,235 followers, as respondents because they are considered capable of understanding and answering the research questionnaire subjectively.

The main goals of this study are to investigate the impact of advertising on Instagram on purchasing interests by applying the AIDA model at MSME Siris Meals in Jakarta. To determine and analyze the effect of E-WOM partially on buying interest in MSMEs Siris Meals Jakarta. As well as the effect of promotion through Instagram social media and E-WOM simultaneously on buying interest in UMKM Siris Meals Jakarta.

2. Literature Review

Drawing from the previously outlined theoretical foundation, a research concept can be compiled in accordance with the influence of promotion through Instagram Social Media and E-WOM on Buying Interest in Siris Meals MSMEs, as follows:

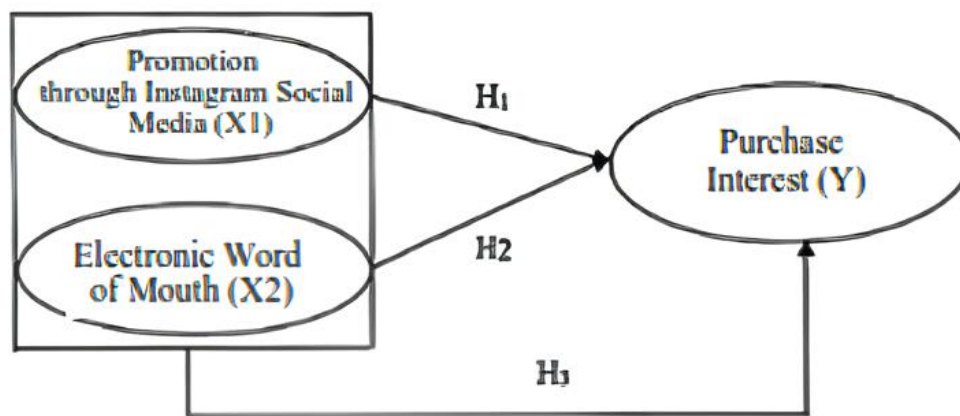


Figure 1. Conceptual Research

Source: Data Processed, 2023

Based on the image presented, it can be inferred that the conceptual research starts from two independent variables, namely promotion through Instagram social media and E-WOM. In the first hypothesis, researchers suspect that promotion through Instagram social media partially affects purchase interest. The E-WOM variable also partially affects purchase interest in the second hypothesis. Furthermore, there is one dependent variable, namely purchase interest, where in the third hypothesis, researchers suspect that promotion through Instagram social media and E-WOM have an effect on purchase interest simultaneously.

2.1. The Relationship between Social Media Promotion and Purchase Interest

Referring to Salfara & Puspitasari (2023), according to the findings from hypothesis testing, it is evident that the variable (X1) has a strong and favorable impact on consumer interest in purchasing (Y). This favorable impact suggests that promotions align with consumer interest in making purchases. In other words, the more effective the promotions conducted through social media, the greater the likelihood of consumers wanting to buy the product.

Research conducted by Sinaga & Sulistiono (2020) also support by showing that there is a strong and meaningful correlation between promoting on social media and interest to purchase, which is intriguing as it suggests that customers respond well to promotional messages on social media that are specifically tied to certain advantages.

2.2. The Relationship between Electronic Word of Mouth and Purchase Interest

According to Diyansari & Hadi (2021), Electronic Word of Mouth has a positive effect on consumer buying interest. This shows that the better the E-WOM, the higher the purchase interest felt by respondents in a product. For this reason, the better a person's review is, the higher the purchase interest will be. People who are looking for information and see that the reviews are good or positive will generate consumer desire to buy the product, so E-WOM directly affects a person's buying interest. Other research results that also support are the findings of Kurnia et al. (2020) which prove that E-WOM has an effect on purchase interest. Consumers who have seen and read information will generate purchase interest.

2.3. The Relationship between Social Media Promotion and E-WOM to Purchase Interest

According to Salfara & Puspitasari (2023) that the contribution of the influence of Instagram social media promotion and E-WOM together affects buying interest. The amount of information through reviews on social media and promotions carried out can increase buying interest. In addition, Sinaga & Sulistiono (2020) state that many people recognize products through E-WOM and promotions on social media. This is influenced by the number of reviews written by social media users. If the reviews obtained through E-WOM from potential customers or customers are positive, it will increase the purchase interest of new potential customers. So it can be concluded that promotion through social media and E-WOM has a relationship that can influence buying interest.

2.4. Research Hypothesis

Based on the research concept, there is a research hypothesis, which is as follows:

H1 = The effect of promotion variables through Instagram Social Media (X1) partially on Purchase Interest (Y) at UMKM Siris Meals.

H2 = The effect of the E-WOM variable (X2) partially on Purchase Interest (Y) at UMKM Siris Meals.

H3 = The effect of the Instagram Social Media Promotion variable (X1) and E-WOM (X2) simultaneously on Purchase Interest (Y) at MSME Siris Meals.

3. Methodology

3.1. Scope of Research

The scope of this study uses independent variables, namely Promotion through Social Media Instagram as (X1) and E-WOM (X2) which affect the dependent variable (Y), namely Purchase Interest. In accordance with the research title, these variables are addressed to active users and Instagram followers of Siris Meals.

3.2. Type of Research

Based on the phenomena raised in the research which emphasizes process and meaning, this form of research uses quantitative research. The aim of using this quantitative method is to gather information from a predetermined population and sample regarding the relationship between the independent variables, namely Promotion through Instagram Social Media and E-WOM, with the related variable, namely Purchase Interest.

3.3. Population and Sample

The individuals under study can be classified as a limited group with a known number of members or an unlimited group with an unknown number of members. This study specifically focuses on a finite population, namely active users and followers of the Siris Meals Instagram account, which has amounted to 1,235 followers. According to the slovin formula, a total of 93 samples were collected through calculations. However, in anticipation of a questionnaire that did not return or was not fully filled in, the researcher distributed it to a total of 100 respondents.

3.4. Sampling Technique

This research employed purposive sampling to select participants, which is a type of nonprobability sampling. The researchers established specific criteria for selecting samples for the research, including:

- a. Active Instagram users and followers of Siris Meals Instagram account.
- b. Residing in Jabodetabek.

3.5. Data Type

The main source of data for this research is collected by sending out online questionnaires through Google Forms. These questionnaires include inquiries about the factors being analyzed, such as the impact of Instagram and electronic word-of-mouth (E-WOM) on consumer interest in Siris Meals Jakarta. This study uses secondary data sources through research journals, literature studies from books and the internet. Secondary data in this study is expected to provide comprehensive research results to become an accurate source of information.

3.6. Operational Definition

In each interrelated variable, namely the independent variable which consists of Instagram social media promotion (X1) and E-WOM (X2), then there is also a dependent variable, namely Purchase Interest (Y). The description of the variables and their operational definitions are described in the following table:

Table 1. Description of Variables, Indicators and Research Questionnaire Items

Variable	Indicator	Item	Source
Promotion through Instagram Social Media (X_1)	Context	1) Picture	Heuer in Solis (2010)
		2) Information	
	Communication	3) Language	
		4) Response	
	Collaboration	5) Engagement	
		6) Intensity	
	Connection	7) Update	
		8) Response	
E-WOM (X_2)	Intensity	9) Frequency of access	Goyette et al in Priansa (2017)
		10) Frequency of interaction	
	Valance of Opinion	11) Review	
		12) Recommendation	
	Content	13) Quality	
		14) Product Type	
Purchase Interest (Y)	Attention	15) Assess	Kottler and Keller in Priansa (2017b)
		16) Study	
	Interest	17) Taking an interest	
		18) Obtaining information	
	Desire	19) Thinking	
		20) Interest	
	Action	21) Purchasing	
		22) Recommending	

Source: Data Processed, 2024

3.7. Measurement Scale

In this study, variable measurements used a Likert Scale. The questionnaire in this study uses 1-5, where a scale of 1 indicates that consumer perceptions of variables are very low while a scale with a value of 5 indicates consumer perceptions of variables are very high.

3.8. Data Collection Method

Collecting data in a study is crucial as the main goal of research is to gather information. Various techniques such as surveys, observations, and documentation are employed for data collection. Questionnaires typically consist of a mix of closed and open-ended queries or statements that are distributed either directly to participants or through online platforms such as Google Forms. This research uses a data collection system through a google form given to respondents online. Observation in this study was carried out through direct interviews with the owner of Siris Meals to strengthen the data to be analyzed, also through Siris Meals Instagram. In this study also conducted data collection techniques in the form of screenshots of Instagram accounts, as well as promotional content of Siris Meals Jakarta marketing products.

3.9. Data Analysis Method

3.9.1. Validity Test

A significant analysis is carried out by comparing the r value with the r table based on a specific degree of freedom (df) of $n-2$, with n being the total sample size. If the calculated r value is higher than the expected r value, and the significance value is less than 0.05, then the question or measurement is deemed reliable. The validity test is also carried out to measure the correlation between items. The correlation value is declared valid if the resulting correlation value r value $>$ r table and sig $<$ 0.05. In this study, the validity test was carried out on the answers to the questionnaires distributed to 100 respondents, which were then calculated using the SPSS 25.0 for windows program.

3.9.2. Reliability Test

This study uses a one shot measurement technique. According to Ghozali (2018) one shot measurement is a measurement taken only once, the results of the next measurement will be compared with other questions using the Cronbrach's Alpha (α) statistical test. Nunally (1994) in Ghozali (2013) defined reliability of a variable as having a Cronbach's Alpha value exceeding 0.60. In the study, the reliability test was carried out on a sampling of questionnaires distributed to active Instagram users and followers of the Siris Meals Instagram account. The reliability test will be calculated using the SPSS 25.0 for windows program.

3.9.3. Descriptive Analysis

According to Sugiyono (2013), descriptive analysis involves the use of statistical methods to examine a research project by presenting or explaining data that pertains to the general population.

3.9.4. Classical Assumption Test

a. Normality Test

The normality test in this study used graph analysis through SPSS 25.0 for windows. Meanwhile, according to Ghozali (2013) are:

- 1) A regression model is considered to satisfy the assumption of normality when the data aligns closely with the diagonal line or histogram graph, forming a pattern of distribution that follows the diagonal line.
- 2) In cases where the data strays significantly from the diagonal line and does not conform to the direction set by the histogram graph, the normality assumption necessary for the regression model is not met.

To strengthen the Normality Test, in addition to using graph analysis, it is also complemented by statistical analysis using the One-Sample Kolmogorov-Smirnov test. According to Ghozali (2013) Statistical analysis criteria with the One-Sample Kolmogorov-Smirnov test, namely:

- 1) If $\text{Asymp.Sig} \geq \alpha = 0.05$ or the significance value (Asymp.Sig) of the residual variable is greater than or equal to the level of significance ($\alpha = 0.05$), the data is normally distributed.
- 2) If $\text{Asymp.Sig} < \alpha = 0.05$ or the significance value (Asymp.Sig) of the residual variable is smaller than the level of significance ($\alpha = 0.05$) then the data is not normally distributed.

b. Heteroscedasticity Test

One method for identifying the presence of heteroscedasticity is to analyze the scatter plot of the predicted values of the dependent variable, ZPRED, against the residuals, SRESID. This serves as the basis for conducting further analysis.

- 1) The presence of a specific arrangement, like points following a distinct regular design (undulating, expanding and then contracting), signals the presence of heteroscedasticity.
- 2) In cases where there is no evident arrangement, and the points are scattered both above and below the number 0 on the Y axis, heteroscedasticity is absent.

c. Multicollinearity Test

To identify the presence of multicollinearity in the regression model, it is possible to examine both the tolerance value and its reciprocal, along with the variance inflation factor (VIF). These metrics reveal how each independent variable is influenced by the others. Essentially, when conducting analysis, every factor that is normally treated as the outcome is instead looked at as a predictor, and compared with the other factors used as outcomes. If the tolerance is low, the VIF will be high ($\text{VIF} = 1/\text{Tolerance}$). A Tolerance Value of at least 0.10 or a VIF value of no more than 10 are typically considered as thresholds that show multicollinearity may be present. It is important for each study to establish a clear threshold for determining acceptable levels of collinearity.

d. Multiple Linear Regression

According to Sanusi (2011), multiple linear regression is an extension of simple linear regression, namely by adding the number of independent variables which was previously only one so that it becomes two or more independent variables. In this study, the independent variables used are Social Media Promotion (X1), E-WOM (X2). While the dependent variable is Purchase Interest (Y) so that the multiple linear regression equation is as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + e$$

Description:

- Y = Purchase Interest
- α = Constanta
- b1 b2 = Regression Coefficient
- X1 = Instagram Social Media Promotion
- X2 = E-WOM
- e = Error term

e. Determinant Analysis (R²)

With the provisions of the coefficient of determination value, which is between 0 and 1. According to Ghozali (2016). When the value approaches 1, it indicates that the independent variable holds a significant amount of information needed to predict the dependent variable. Conversely, as the R² value decreases, the effectiveness of the independent variables in elucidating the dependent variable diminishes.

3.10. Hypothesis

3.10.1. Partial Significance Test (t-Test)

According to Ghozali (2013), the t statistical test demonstrates the extent to which a single explanatory or independent variable can account for the variability in the dependent variable. To conduct a t test, one can compare the t statistical value with the corresponding values in a table. The t test involves specific criteria for hypothesis rejection and acceptance.

a. Hypothesis Test 1

- 1) If t-value < t-table and t-significance $\geq (\alpha = 0.05)$, then H0 is accepted, and H1 is rejected. This means that Promotion Through Instagram Social Media does not have a positive and significant partial effect on Purchase Interest in Siris Meals.
- 2) If t-value > t-table and t-significance $\leq (\alpha = 0.05)$, then H0 is rejected, and H1 is accepted. This means that Promotion Through Instagram Social Media has a positive and significant partial effect on Purchase Interest in Siris Meals.

b. Hypothesis Test 2

- 1) If t-value < t-table or t-significance $\geq (\alpha = 0.05)$, then H0 is accepted, and H2 is rejected. This means that E-WOM does not have a positive and significant partial effect on Purchase Interest in Siris Meals.
- 2) If t-value > t-table and t-significance $\leq (\alpha = 0.05)$, then H0 is rejected, and H2 is accepted. This means that E-WOM has a positive and significant partial effect on Purchase Interest in Siris Meals.

3.10.2. Simultaneous Significance Test (F-Test)

According to Ghozali (2018), the purpose of the simultaneous effect test is to see if all independent variables combined have an impact on the dependent variable. The F-test has specific criteria for when to reject or accept hypotheses.

a. Hypothesis Test 3

- 1) If probability (significance) > $\alpha = 0.05$ or F-value \leq F-table, then Promotion Through Social Media (X1) and E-WOM (X2) simultaneously do not have a significant effect on Purchase Interest (Y).
- 2) If probability (significance) < $\alpha = 0.05$ or F-value > F-table, then Promotion Through Social Media (X1) and E-WOM (X2) simultaneously have a positive and significant effect on Purchase Interest (Y).

4. Results and Discussion

4.1. Results

4.1.1. Data Collection Results

Data was gathered from June 14 to June 25, 2024, through a survey distributed to 100 individuals who use Instagram regularly and follow Siris Meals. The majority of respondents of Siris Meals MSMEs are women, namely 64 respondents with a percentage of 64%, while male respondents are 36 respondents with a percentage of 36%. From this data, it presents that some of the respondents of Siris Meals MSMEs are dominated by women.

Among the 100 respondents, the majority (58%) were aged between 21 and 30 years. The research indicates that most of the participants interested in Siris Meals products fall within the 21-30 age group. This is due to the market share for adults who fulfill their needs with ready-to-eat meals and various healthy food needs and culinary preferences.

In this research, participants are categorized into three groups based on their job characteristics: Students, Civil Servants, and Self-employed individuals. The total of 100 respondents were respondents who filled out the google form with different types of jobs because the questionnaire was distributed randomly to Siris Meals followers. Respondents who are interested in Siris Meals products are 60% as self-employed, then 35% as students, and the last is civil servants as much as 5%. According to the information provided, it can be inferred that most consumers who are interested in Siris Meals products, namely as many as 60%, are self-employed. This happens because Siris Meals is able to meet the needs and preferences of entrepreneurs who are looking for high-quality, healthy and practical food to support their busy lifestyles and business activities.

In this research, the participants are categorized based on their income into four groups: those earning less than Rp 1,500,000, those earning between Rp 1,500,000 and Rp 3,000,000, and those earning more than Rp 3,000,000. All respondents with income above Rp 3,000,000 are mostly interested in Siris Meals products, namely 49%. This happens because respondents with this income are mostly workers who earn enough, besides that the products sold by Siris Meals are quality products and are suitable for the market share of workers who on average earn a fairly high income.

4.1.2. Data Analysis

1) Validity Test

The results of the validity test of all variables in this study can be seen in the following table:

Table 2. Validity Test Results

Variable	Item	r-value	r-table	Sig.	Desc.
X1	X1.1	0,659	0,1966	0,000	VALID
	X1.2	0,718	0,1966	0,000	VALID
	X1.3	0,692	0,1966	0,000	VALID
	X1.4	0,565	0,1966	0,000	VALID
	X1.5	0,639	0,1966	0,000	VALID
	X1.6	0,606	0,1966	0,000	VALID
	X1.7	0,628	0,1966	0,000	VALID
	X1.8	0,599	0,1966	0,000	VALID
X2	X2.1	0,710	0,1966	0,000	VALID
	X2.2	0,732	0,1966	0,000	VALID
	X2.3	0,715	0,1966	0,000	VALID
	X2.4	0,613	0,1966	0,000	VALID
	X2.5	0,583	0,1966	0,000	VALID
	X2.6	0,605	0,1966	0,000	VALID
Y	Y.1	0,693	0,1966	0,000	VALID

Variable	Item	r-value	r-table	Sig.	Desc.
	Y.2	0,554	0,1966	0,000	VALID
	Y.3	0,624	0,1966	0,000	VALID
	Y.4	0,642	0,1966	0,000	VALID
	Y.5	0,647	0,1966	0,000	VALID
	Y.6	0,702	0,1966	0,000	VALID
	Y.7	0,561	0,1966	0,000	VALID
	Y.8	0,521	0,1966	0,000	VALID

Source: Data Processed, 2024

Table 2 shows that all question items used as measuring instruments for the Promotion variable via Instagram Social Media (X1), E-WOM (X2), and Purchase Interest (Y) are valid. This is evidenced that all question items in each variable have $r_{value} > r_{table}$ (0.1966) and with a significance value < 0.05 . After conducting the validity test, it is possible to infer that every item within the variables Promotion through Instagram Social Media (X1), E-WOM (X2), and Purchase Interest (Y) can be used to measure the effect of Promotion through Instagram Social Media and E-WOM on Purchase Interest at UMKM Siris Meals Jakarta.

2) Reliability Test

The following is the reliability test of each variable seen in the table below:

Table 3. Reliability Test Results

Variable	Cronbrach's Alpha	Standard	Desc.
Promotion through Instagram Social Media	0,787	0,60	Reliable
E-WOM	0,743	0,60	Reliable
Purchase Interest	0,769	0,60	Reliable

Source: Data Processed, 2024

Based on the table above, it shows that the Cronbrach alpha's value of the variable Promotion via Instagram Social Media (X1) is 0.787, E-WOM (X2) is 0.743, and Purchase Interest is 0.769. The results of each of these values have a coefficient greater than 0.60. Therefore, the questionnaire used in this research is considered to be dependable.

3) Classical Assumption Test

a. Normality Test

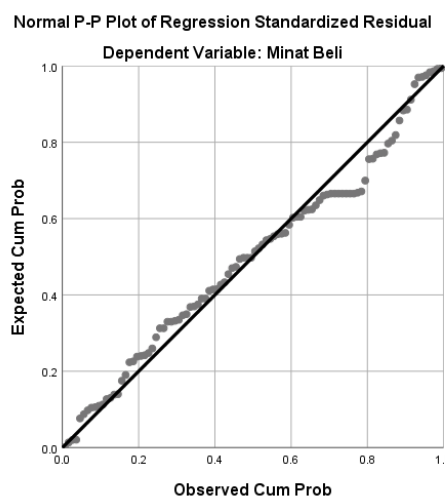


Figure 2. Normal P-P Plot Graph of Normality Test Results

Source: Data Processed, 2024

According to this illustration, it is evident that the data points in the standard plot graph scatter along the diagonal line and align with its direction, suggesting that the regression model meets the traditional assumption of normal distribution.

Table 4. One-Sample Kolmogorov-Smirnov Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.31376616	
Most Extreme Differences	Absolute	.117	
	Positive	.117	
	Negative	-.061	
Test Statistic		.117	
Asymp. Sig. (2-tailed)		.002 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.121 ^d	
	99% Confidence Interval	Lower Bound	.113
		Upper Bound	.130

Source: Data Processed, 2024

Based on the results presented, the findings indicate that the Kolmogorov-Smirnov Test has a value of 0.117, where the p-value is 0.121 which is greater than the standard threshold of 0.05. From the data provided, one can conclude that the data is likely to be normally distributed.

b. Heteroscedasticity Test

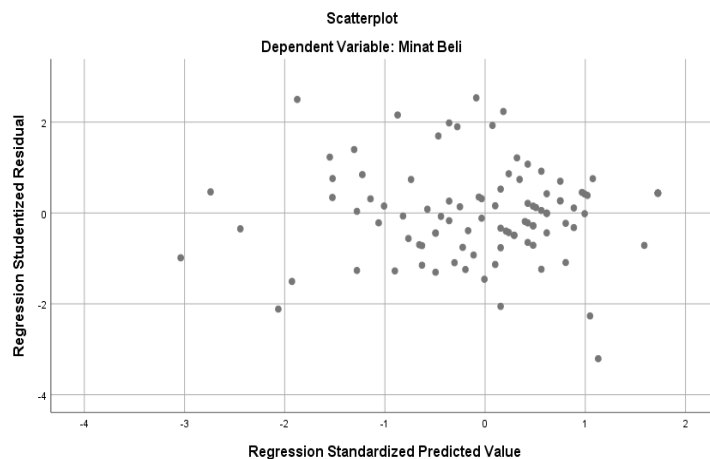


Figure 3. Heteroscedasticity Test Results

Source: Data Processed, 2024

From the figure 3, the data points appear to be randomly distributed above and below the Y axis at locations (0, +2) and (0, -2), showing no clear trend. This graph indicates that there is no heteroscedasticity evident in the regression analysis.

c. Multicollinearity Test

Table 5. Multicollinearity Test Results

Model	Collinearity Statistics		Description
	Tolerance	VIF	
(Constant)			
Influence of Instagram Social Media (X1)	0,620	1,613	No multicollinearity
E-WOM (X2)	0,620	1,613	No multicollinearity

Source: Data Processed, 2024

According to the information provided in the chart, it is evident that the Promotion variable through Instagram Social Media (X1) and E-WOM (X2) meets the VIF tolerance limit standards with a tolerance value of $0.620 > 0.10$ or equivalent to $VIF\ 1.613 < 10.00$. Thus, it can be asserted that the independent variables do not exhibit multicollinearity. This also shows that each independent variable stands alone and is not interdependent.

d. Multiple Regression Analysis

Table 6. Multiple Linear Regression Test Results

Model	Unstandartized	Standartized	t	Sig.
	Coefficients	Coefficients		
	B	Beta		
(Constant)	9,140		4,116	0,000
Influence of Instagran Social Media (X1)	0,364	0,403	4,794	0,000
E-WOM (X2)	0,510	0,097	5,239	0,000

Source: Data Processed, 2024

According to the information provided in the table, it is evident that the study's multiple regression equation can be represented as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + e$$

$$Y = 9,140 + 0,364 X_1 + 0,510 X_2 + e$$

Description:

- Y = Purchase Interest
- α = Constanta
- b1 b2 = Regression Coefficient
- X1 = Instagram Social Media Promotion
- X2 = E-WOM
- e = Error term

According to the provided multiple regression equation, it can be elucidated in the following manner:

- a) The constant value (α) is 9.140. If all independent variables, namely Promotion Through Instagram Social Media (X1) and E-WOM (X2), are ignored or assumed to be zero, then the Purchase Interest (Y) variable will be equal to its constant value of 9.140.
- b) The regression coefficient (b1) for the Promotion Through Instagram Social Media (X1) variable is 0.364, meaning that if X1 increases by one unit while E-WOM (X2) is assumed to be zero, then Purchase Interest (Y) will increase by 0.364.
- c) The regression coefficient (b2) for the E-WOM (X2) variable is 0.510, meaning that if X2 increases by one unit while Promotion Through Social Media (X1) is assumed to be zero, then Purchase Interest (Y) in Siris Meals will increase by 0.510.

According to the examination conducted, it can be inferred that the impact of the E-WOM (X2) factor is more significant at 0.510 than the influence of Promotion Through Instagram Social Media (X1) at 0.364.

e. Determinant Analysis (R^2)

The following is the result of the coefficient of determination in this study:

Table 7. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,758 ^a	0,575	0,566	2,337

- a. Predictors: (Constant), E-WOM, Promotion through Instagram Social Media
- b. Dependent Variable: Purchase Interest

Source: Data Processed, 2024

According to the data in the table, we can interpret that the Adjusted R Square value is 0.566, indicating that 56.6% of the interest in purchasing Siris Meals can be attributed to promotional factors on Instagram and

electronic word-of-mouth. The remaining 43.4% is affected by additional variables not considered in this research.

4) Hypothesis Test

a. Partial Hypothesis Testing (t test)

In this study, the t-test analysis was conducted using IBM SPSS Statistics 25.

Table 8. t-Test Hypothesis Testing Results

Model	Unstandartized Coefficients		Standartized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9,140	2,221		4,116	0,000
Influence of Instagran Social Media (X1)	0,364	0,076	0,403	4,794	0,000
E-WOM (X2)	0,510	0,097	0,440	5,239	0,000

a. Dependent Variabel: Purchase Interest

Source: Data Processed, 2024

According to the information in the table 8, the t-test findings can be interpreted in the following manner:

- a) The examination outcomes regarding the X1 variable, which pertains to promoting through Instagram social media, reveal a t-value of 4.794 with a significance value of 0.000. In contrast, the t-table value stands at 1.66071. With the t-value (4.794) surpassing the t-table (1.66071) and the significance probability (0.000) being less than 0.05, we can conclude that Ha is upheld while H0 is refuted. This suggests that utilizing Instagram social media for promotion has a substantial and positive impact on Purchase Interest in Siris Meals.
- b) The results of the test conducted on the E-WOM (X2) variable reveal a t-value of 5.239 with a significance value of 0.000. In comparison, the t-table value is 1.66071. As the t-value (5.239) surpasses the t-table (1.66071) and the significance probability (0.000) is less than 0.05, it leads to the acceptance of Ha while rejecting H0. Consequently, it suggests that E-WOM (X2) plays a significant and positive role in influencing Purchase Interest (Y) in Siris Meals.

b. Simultaneous Hypothesis Testing (F test)

Table 9. F-Test Hypothesis Testing Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	717,042	2	358,521	65,616	0,000 ^b
Residual	529,998	97	5,464		
Total	1247,040	99			

Source: Data Processed, 2024

The information presented in the table 9 shows that the F value is 65.616, establishing statistical significance at a level of 0.000. In comparison, the F table value obtained is 3.09. It is evident that the F value exceeds the F table value, with 65.616 being greater than 3.09. The level of significance at 0.000 is significantly lower than the generally accepted threshold of 0.05. As a result, the null hypothesis is disproved and the alternative hypothesis is supported, indicating that both promoting through Instagram Social Media and Electronic Word of Mouth have a beneficial and substantial effect on Purchasing Interest at Siris Meals.

4.2. Discussion

4.2.1. The Effect of Social Media Promotion on Purchase Interest in Siris Meals (Partial)

The results of the research suggest that using Instagram promotions has a partially positive and important effect on the desire to buy Siris Meals. This is backed up by the t-test findings, which show a t value of 4.794, surpassing the t-table value of 1.66071 at a significant level of 0.000.

In descriptive analysis, it is said that in the same indicator "communication" on the response items (X1.4) and language (X1.3) related to how to respond to questions in a kind and friendly manner carried out by Siris Meals on Instagram and the language used in conducting promotions is clear and easy to understand, has the

highest average value in total of 4.37. This means that the majority of respondents agree that how to respond to questions kindly and friendly through direct messages (DM) and use language in conducting promotions is clear and easy to understand which has been done on Siris Meals' Instagram account so that consumers can ensure and understand about the promotions carried out by Siris Meals. Because the owner and admin of Siris Meals invites anyone to ask many things related to existing products and Siris Meals is very enthusiastic if people ask personally via direct message (DM).

In contrast to the average results, the lowest item found in the "collaboration" indicator on the involvement (X1.5) and intensity (X1.6) items, which is 4.05 related to giving likes or comments on the Siris Meals Instagram account and related to frequently visiting the Siris Meals Instagram account to see the latest products. It can be interpreted that the majority of respondents only see the posts and do not pay much attention to like or comment on the promotional content. This is because the owner of Siris Meals has limitations to manage Siris Meals' own Instagram account because there are no people who help manage the Instagram account. Therefore, the owner is less than optimal in paying attention to the content and replying to the contents of comments on Instagram. However, the owner will prioritize people who ask about Siris Meals products through direct messages (DM) that are not from comments. In addition to less than optimal content, respondents become less enthusiastic about giving likes or comments because they feel they don't get feedback. This will also affect the intensity of respondents in visiting Siris Meals' Instagram account to see the latest products.

The results of this study provide additional backing for the concept of Tjiptono (2015), social media is a form of online communication created by consumers to exchange information about various products, services, and topics with the goal of educating one another. The findings of this investigation are consistent with a previous study by Salfara & Puspitasari (2023), which established a positive and significant relationship between a particular variable (X1) and purchasing interest (Y) through hypothesis testing and research according to Kurriwati (2021), Sinaga & Sulistiono (2020), Luthfiyatillah et al. (2020), and Triatmanto et al. (2018) which show a positive and significant relationship has been found between promotion on social media and purchase interest.

4.2.2. The Effect of E-WOM on Purchase Interest of Siris Meals (Partial)

The findings from the study indicate that there is a partial positive impact of electronic word-of-mouth on Purchase Interest at Siris Meals. This is supported by the t-test results, which reveal a t value of 5.239 exceeding the critical t-table value of 1.66071 at a significance level of 0.000.

In the descriptive analysis, it is said that in the same indicator "valance of opinion" with the recommendation items (X2.4) and reviews (X2.3) with the highest total average of 4.26 related to the respondents' desire to suggest Siris Meals products to others personally and choose Siris Meals to find food because of friends' recommendations on Instagram. This means that the majority of respondents strongly agree with suggesting Siris Meals products to others personally. Prospective consumers tend to be encouraged to buy after getting recommendations about the product. If they feel interested and satisfied with the product, it will generate high buying interest. People will look for information and see that the results of the reviews are positive, it will lead to the customer's desire to buy the product, so E-WOM affects a person's buying interest directly.

Meanwhile, the lowest average frequency is found in the "intensity" indicator in the interaction frequency item (X2.2) and the frequency of access (X2.1) with a total average of 4.08 related to respondents' opinions to talk about Siris Meals products to people through Instagram stories and respondents often visit Siris Meals' Instagram to find what they want. This means that some respondents are less enthusiastic about sharing Instagram stories on the @siris_meals Instagram account because respondents do not have a spontaneous plan to create Instagram stories. Respondents immediately consumed the food without thinking first to publish it in an Instagram story. In addition, the lack of call to action carried out by Siris Meals makes respondents have no encouragement to create Instagram stories. This will also affect the enthusiasm of respondents visiting the Siris Meals account to find what they want, which is still lacking. An Instagram story from a consumer who has purchased a Siris Meals product that it is a free promotion that can benefit Siris Meals because other people become aware of Siris Meals products and will realize the potential desire to buy.

According to Delimah et al (2021), this study further validates the concept of Electronic Word of Mouth as a dynamic exchange of information among potential consumers about products and services, accessible to a larger audience through online platforms. Additionally, this study aligns with Diyansari & Hadi (2021), Electronic Word of Mouth has a positive effect on consumer buying interest. Other research results that also support are the findings of research by Kurnia et al. (2020), Luthfiyatillah et al. (2020), Sinaga & Sulistiono (2020), and Triatmanto et al. (2018) which prove that E-WOM has an effect on purchase interest. Consumers tend to be more interested in purchasing a product if they receive positive electronic word-of-mouth (E-WOM) feedback. The level of purchase interest among respondents tends to increase with higher-quality E-WOM. Exposure to information about a product can lead consumers to develop a desire to make a purchase.

4.2.3. The Effect of Instagram Social Media Promotion and E-WOM on Purchase Interest in Siris Meals (Simultaneously)

The outcomes of the research indicate that both the Promotion through Instagram Social Media and E-WOM factors have a notable positive impact on the Purchasing Interest in Siris Meals. The statistical analysis, specifically the F test, demonstrates a significant relationship with an Fvalue of 65.616 exceeding the Ftable value of 3.09, at a significance level of 0.000. The coefficient of determination (R²) of 0.566 reveals that 56.6% of Purchasing Interest in Siris Meals can be attributed to these two variables. The remaining 43.4% is impacted by various other factors that were not investigated in this specific research.

According to the descriptive analysis, the indicator "attention" had the highest average of 4.42 for study item Y.2, which pertains to researching Siris Meals products before making a purchase. This can be interpreted that respondents strongly agree with seeking information first before purchasing Siris Meals products. This shows that there is buying interest formed by respondents in Siris Meals products. Before respondents buy Siris Meals products and make purchasing decisions, they will look for information regarding the menu offered, the price, and how to order it. This is also influenced by the employment factor of the respondents, where the majority are self-employed. Supported by a statement by Siris Meals that many of its consumers order in large quantities for company needs. Therefore, respondents search for information to find out the information they need.

The lowest average is in the "desire" indicator on the item thinking (Y.5) with an average of 4.10 related to the desire to visit the @siris_meals Instagram account, which is still low because not many respondents know what the product is in full and the lack of consistency in maximizing promotional content on the Siris Meals Instagram account. This can be interpreted that respondents only buy food when they only want and need traditional food. It is also influenced by the lack of maximizing the promotional content carried out by Siris Meals, thus making respondents less eager to visit the Siris Meals Instagram account.

This study's findings further support Kotler & Armstrong's (2014) theory that buying interest is triggered by product stimulation, leading to a desire to purchase and possess it. This study also aligns with the findings of Salfara & Puspitasari (2023) that the impact of Instagram social media advertising and electronic word of mouth (E-WOM) has a beneficial impact on purchasing intent. Research conducted by Sinaga & Sulistiono (2020) supports the idea that both E-WOM and social media advertising play a significant and positive role in influencing public purchasing intent, stating that many people recognize products through E-WOM and promotions on social media. The more people recognize the brand through E-WOM and promotions on social media, it will increase people's buying interest.

According to the findings from the conducted research and analysis, it is indicated that the promotion variables on Instagram and electronic word-of-mouth have a favorable impact on purchase intent for MSMEs such as Siris Meals Jakarta. The theoretical significance of this study aligns with Goyette et al in Priansa (2017), Social Media Promotion is an effort by companies to make content attract attention and encourage consumers to interact and share information with companies using available social media. And in accordance with the theory put forward by Heuer in Solis (2010) states that there are four things that are indicators of Promotion through Instagram Social Media, namely context, communication, collaboration and connection.

This study also shows that the idea of online word-of-mouth is in line with the ideas put forth by scholars. Delimah et al (2021) define E-WOM as a fluid exchange of information among potential customers regarding products and services, accessible to a broader audience through online platforms. Furthermore, following the

framework proposed by Goyette et al in Priansa (2017), E-WOM factors include intensity, sentiment, and substance.

The theoretical implications based on the results of research on the variables of Promotion through Instagram Social Media and E-WOM simultaneously have a positive and significant effect on Buying Interest in Siris Meals. The findings of this research align with the concept proposed by Kotler and Armstrong (2014) regarding buying interest. According to them, buying interest is prompted by stimulation from a product, leading to a desire to purchase and possess it. Similarly, the theory presented by Kotler and Keller in Priansa (2017) emphasizes four elements as indicators of buying interest: attention, interest, desire, and action.

According to research findings backed by theory, it is evident that utilizing social media and electronic word-of-mouth for promotion plays a vital role in business success, especially to attract consumer buying interest. The application of promotion through the right Instagram social media coupled with E-WOM will be sustainable and add an attractive impression to consumers in conducting promotions, so as to influence consumers and attract consumers to make purchases.

5. Conclusion

According to the study carried out through questionnaires, the results indicate that promotion through Instagram social media and E-WOM influence purchase interest. Through various stages of validity and reliability testing, as well as t-tests and F-tests, several conclusions can be drawn. Promotion through Instagram social media has a positive and significant partial effect on purchase interest in Siris Meals. This means that the better the promotion carried out through Instagram, the higher the interest in purchasing the product. Similarly, E-WOM also has a positive and significant partial effect on purchase interest in Siris Meals. Consumers or potential customers who receive positive reviews and recommendations are directly influenced in their purchase interest. Furthermore, promotion through Instagram social media and E-WOM simultaneously have a positive and significant effect on purchase interest in Siris Meals. Before making a purchase decision, respondents seek information about the available menu, pricing, and ordering process. The combination of both factors creates a mutually supportive marketing ecosystem.

6. References

- Diyansari, N., & Hadi, M. (2021). Pengaruh E-WOM (Electronic Word of Mouth) dan Brand Awareness Terhadap Minat Beli Konsumen Dessert Box Bittersweet By Najla. *Jurnal Aplikasi Bisnis*, 7(2), 61–64.
- Ghozali, I. (2013). *Aplikasi analisis multivariete dengan program IBM SPSS 23*.
- Ghozali, I. (2016). *Aplikasi Analisis multivariete dengan program IBM SPSS 23 (Edisi 8). Cetakan Ke VIII. Semarang: Badan Penerbit Universitas Diponegoro, 96*.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing (15th ed.)* (17th ed.). New Jersey: Pearson Prentice Hall Inc.
- Kurnia, R. A. D., Masitoh, M. R., & Huddin, M. N. (2020). Pengaruh Electronic Word Of Mouth Dan Inovasi Produk Terhadap Minat Beli Konsumen (Survey Pada Followers Instagram Mcdonald's Indonesia). *Jurnal Ekonomi Vokasi*, 4(1).
- Kurriwati, N. (2021). Pengaruh Promosi Melalui Media Sosial dan Saluran Distribusi Terhadap Minat Beli Konsumen di Era Pandemi (Studi Pada Ramio Cafe And Mart di Sumenep). *Eco-Entrepreneur*, 7(2), 99–110.
- Luthfiyatillah, L., Millatina, A. N., Mujahidah, S. H., & Herianingrum, S. (2020). Efektifitas media instagram dan e-wom (electronic word of mouth) terhadap minat beli serta keputusan pembelian. *Jurnal Penelitian IPTEKS*, 5(1), 101–115.

- Manap, A. (2016). *Revolusi manajemen pemasaran*. Mitra Wacana Media.
- Mardiani, A. S., & Wardhana, A. (2018). Pengaruh Brand Ambassador terhadap Minat Beli Bandung Kunafe Cake. *EProceedings of Management*, 5(2).
- Priansa, D. J. (2017a). Komunikasi Pemasaran Terpadu pada era media sosial. *Bandung: CV Pustaka Setia*, 358.
- Priansa, D. J. (2017b). *Perilaku Konsumen*. Alfabeta.
- Salfara, F. F., & Puspitasari, A. F. (2023). Pengaruh Promosi Melalui Media Sosial Instagram Dan Electronic Word Of Mouth Terhadap Minat Beli Produk Haylabs Hijab. *Jurnal Aplikasi Bisnis*, 9(1), 193–198.
- Sanusi, A. (2011). *Metodologi penelitian bisnis*. Jakarta: salemba empat.
- Sinaga, B. A., & Sulistiono, S. (2020). *Pengaruh electronic word of mouth dan promosi media sosial terhadap minat beli pada produk fashion Eiger*.
- Solis, B. (2010). *Engage: The complete guide for brands and businesses to build, cultivate, and measure success in the new web*. John Wiley & Sons.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Tjiptono, F. (2015). *Strategi Pemasaran*. Andi Offset.
- Triatmanto, P., Adi, R. R. N., Pratama, R. H., & Chandra, R. (2018). Effect of Electronic Word of Mouth (E-WOM) and Instagram Account on Purchase Intention. *International Journal of Innovative Science and Research Technology*, 3(12), 6181–6190.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).