



## ***The Influence Of Social Media Marketing Instagram on Interest in Buying Books at Gramedia.Com***

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### **ABSTRACT**

This study aims to determine the effect of social media marketing on book buying interest in Gramedia.com, given the increasing number of active social media users in Indonesia and the role of social media, especially Instagram, in company marketing activities. The object of this research consists of independent variables, namely social media marketing and the dependent variable of buying interest. The method used is quantitative with a descriptive verification approach and survey as a data collection tool. Analysis was carried out through simple linear regression, normality test, heteroscedasticity test, coefficient of determination, and hypothesis testing. The research population is Instagram followers @gramedia.com, with sampling using purposive sampling technique totaling 100 respondents. The results showed a positive influence between social media marketing and purchase intention, where the better the application of social media marketing, the higher the level of purchase intention. Based on hypothesis testing, it can be concluded that social media marketing significantly has a positive effect on buying interest in books at Gramedia.com.

### **INTRODUCTION**

The development of information technology infrastructure has driven the rapid increase of internet technology in the digital era. Along with that, the internet has become an essential need for most people. Slowly, almost all aspects of life have shifted to the digital realm, resulting in unavoidable interactions between humans and technology. The provision of all forms of needs is now available digitally, including in the fields of buying and selling, services, and payment transactions. The business process that takes place through the media of information technology and the internet is known as e-commerce.

Gramedia is one of the retailers or companies that have implemented an E-commerce system. The company provides a digital platform in the form of a website to display its products, with an integrated payment space feature in it, known as gramedia.com. This website is the result of a transformation from a physical bookstore to an online bookstore, complete with various products

and excellent features. Gramedia.com actively follows the development of the needs and ease of shopping for its consumers, so it has changed its appearance several times to make it easier for consumers to find the desired products.

Gramedia, a bookstore retailer, has now transformed into a technology-based business by utilising social media as a means of product marketing. Based on data from We Are Social, in January 2022, the number of active social media users in Indonesia reached 191 million people, an increase of 20 million people compared to the previous year, with a growth of 12.35% (Mahdi, 2022). With so many active social media users in Indonesia, this media has become one of the most strategic digital marketing channels. In May 2023, Gramedia.com's social media accounts reached 280 thousand followers on Instagram, 73.6 thousand followers on Twitter, and 1498 followers on TikTok.

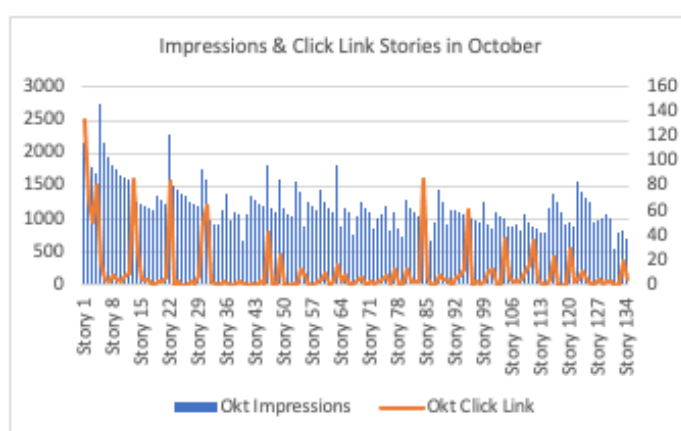
Social media marketing, or digital marketing through social media, is a strategy adopted by companies to increase product interest and sales. Instagram, as a photo and video sharing platform, provides a variety of business features that allow brands or companies to make their pages more attractive to consumers.

Interviewees stated that Gramedia.com utilised Instagram by creating content feeds using a soft-selling strategy and content tales using a hard-selling strategy. The purpose of Gramedia.com's soft-selling content feeds is to increase emotional connection and interaction with the company's followers or customers while increasing purchases on the gramedia.com website. To attract customers' attention, the soft-selling strategy relies on an emotional approach to individuals by providing a picture of themselves. Due to the use of indirect messages, this technique is different (Nisa & Setianto, 2021).

Gramedia.com uses a hard-selling approach in social media marketing Instagram to promote routine activities such as Online Book Fair and Payday with various attractive discounts. The story feature on Instagram is used by Gramedia.com to attract audiences to buy the products displayed in the story. Through Instagram stories, companies inform ongoing promos and provide direct links to the gramedia.com website. By observing the click link feature, the company can see how many viewers are interested in accessing the website.

The click link feature indicates purchase intention because it is an action when interested and has an interest in a product by looking for detailed information about the product. The results of the @gramedia.com insight story in October 2022 are as follows

**Figure 1. Insight Story Instagram @gramedia.com in October 2022**



Source: Data Processed, 2023

In the first story in October 2022, impressions reached 2115 and click links 134 times. The story with the highest click link of 134 times contains information content that contains

entertainment, namely discounts of up to 90% on selected best books. This content, which contains information on big discounts, makes viewers feel happy, excited and encouraged to increase participation. Overall, Gramedia.com's Instagram gained growth insights. However, it has not met the expectations of the social media team.

Renu, Bansal, & Gupta (2020) state that social media marketing has a positive impact on consumer buying interest in purchasing behaviour through social media. Through social media, companies can interact and provide more personalised services compared to marketing through mass media.

Instagram social media carried out by Gramedia.com is quite active by creating various types of content on Instagram using all Instagram features. These contents include Recommendations, Promotions, Pick a Side, Reviews, Quotes, and others. The Livestream feature can interact with the audience in real time, usually livestream is done when you want to promote hardselling books and invite speakers to live.

One example of @gramedia.com content regarding promotion gets participation from followers and provides a sense of entertainment and, which is in accordance with the dimensions of social media marketing, namely entertainment.

## **LITERATURE REVIEW**

### **Social Media Marketing**

According to Seo & Park (2018) marketing through social media is a form of marketing on an online platform that allows interaction, cooperation, and content sharing. In social media marketing, there are several dimensions such as entertainment, interaction, trendiness, customisation, and perceived risk. Tuten, Solomon, & Ladik (2015) define social media marketing as the use of social media technologies and channels to communicate, deliver, and exchange offers with value to organisational stakeholders. Thus, social media marketing is a marketing activity through social media that utilises technology and channels to facilitate interaction, information sharing, and cooperation with value for stakeholders.

Neti (2011) explains that social media marketing is a form of marketing activity that uses online communities, online networks, and marketing through blogs. This process is strategic to create influence, reputation, and corporate brand by involving customer participation. Weinberg (2009) states that social media marketing is the process of promoting a website, product, or service online, and interacting with a larger community than conventional advertising. So, social media marketing is a marketing process that involves communities or individuals on online sites to promote products or services, interact, and create a company's reputation, influence, and brand in society.

### **Types of social media marketing**

According to Kotler & Keller (2014), social media can be classified into the following three types:

1. Online Communities and Forums There are various online communities and forums with different sizes and formats. Some communities are formed by users or user groups without commercial motives or affiliation with companies. Meanwhile, there are also communities supported by companies to facilitate communication between community members, companies, and other members through posts, instant messages, and chat rooms. The aim is to discuss special interests related to the company's products and brands.

2. Blogs Blog users are diverse and number in the millions. They can express their thoughts and publish content through blogs, which are sorted by posting date from the newest to the oldest.

3. Social Networks The development and maintenance of personal and business relationships through technology is the main focus in social networks. Some examples of popular social networking platforms include Facebook, Twitter and Instagram. These platforms provide a place for users to interact.

### **Purchase Intention**

Purchase interest is the desire of consumers to buy a product or service after getting the information needed about the desired product (Chinomona, Okoumba, & Pooe, 2013) According to Ferdinand (2014), purchase intention reflects the level of desire of individuals or groups to start the process of purchasing a particular product or service. Thus, purchase intention includes a sense of interest and is the initial stage in the buying process after consumers have obtained the necessary information about the desired product.

According to Schiffman and Kanuk (2016), purchase intention is influenced by factors such as external influences, product recognition, awareness of needs, and evaluation of alternatives. External influences include the marketing process and socio-cultural factors. Motivation also plays an important role as an internal force that drives individuals to act. If motivation for a product is high, individuals tend to strive to obtain the product. Conversely, if motivation is low, individuals will try to avoid these products.

Consumer purchase interest can be measured through three dimensions, namely information search intensity, immediate desire to buy, and preferential desire (Ferdinand, 2014)

### **Factors of Purchase Intention**

The factors that influence buying interest are:

1. Product Quality: The better the product quality, the higher the consumer's buying interest. Quality products attract consumers' attention to buy (Nasution, Limbong, & Ramadhan, 2020)
2. Trust: Trust in the company plays an important role in influencing buying interest. Consumers trust recognised and established companies more than emerging ones. Good service from the company also contributes to the level of trust and consumer buying interest (Harris & Goode, 2010).
3. Learning: Consumers learn from the experience of trying different products to fulfil their needs and wants. A positive experience with a product increases purchase interest in that product, and consumers will tend to choose it again in the future.

## **METHODS**

The objects used in this study are social media marketing as the independent variable and purchase intention as the dependent variable. This research uses quantitative methods that aim to measure data and apply certain analyses (Malhotra, 2004). This research is conducted systematically to produce findings based on predetermined hypotheses, using analytical techniques that are closely related to statistics.

The type of research used in this research is descriptive with a verification approach. According to Malhotra (2004), descriptive research is a type of conclusive research that aims to describe something, such as market characteristics or functions. This research also aims to build a theory that can explain, predict, and control a symptom.

The data sources in this research are secondary data and primary data. Obtained by previous relevant literature, interviewing sources, and distributing questionnaires. This study has a population of 272,551 Instagram followers @gramedia.com with a sample of non-probability

sampling techniques, especially purposive sampling techniques. Found a sample with the slovin formula, an allowance for inaccuracy of 10% to 100 samples after being rounded up.

The data measurement technique in this study was obtained from a questionnaire using a Likert scale, where the variables studied were described into a series of questionnaire items. This study uses interval data previously transformed from ordinal data using MSI in order to perform simple linear regression tests.

This study tests the validity and reliability of the measurement model to determine whether the instrument is appropriate, the test results are as follows:

**Table 1. Validity and Reliability Test Results**

No	R <sub>hcount</sub>	R <sub>table</sub>	Reliability Coefficient	Titik Kritis
1	0,541	0,361	0,874	0,7
2	0,568	0,361		0,7
3	0,539	0,361		0,7
4	0,633	0,361		0,7
5	0,524	0,361		0,7
6	0,494	0,361		0,7
7	0,735	0,361		0,7
8	0,660	0,361		0,7
9	0,713	0,361		0,7
10	0,709	0,361		0,7
11	0,467	0,361		0,7
12	0,487	0,361		0,7
13	0,619	0,361		0,7
14	0,656	0,361		0,7
15	0,708	0,361		0,7
16	0,485	0,361	0,821	0,7
17	0,494	0,361		0,7
18	0,696	0,361		0,7
19	0,393	0,361		0,7
20	0,761	0,361		0,7
21	0,803	0,361		0,7
22	0,606	0,361		0,7
23	0,563	0,361		0,7
24	0,695	0,361		0,7
25	0,653	0,361		0,7
26	0,476	0,361		0,7

Source: Data Processed, 2023

All items have a value of  $r_{count} > r_{table}$  (0.361). Thus, it can be said that all items to measure social media marketing (X) and purchase intention (Y) are valid. The reliability coefficient value of social media marketing (0.874) and purchase intention (0.821) is above the set standard of 0.7. Thus, the social media marketing (X) and purchase intention (Y) questionnaires are suitable for research.

In this study using simple linear regression analysis to find how social media marketing affects purchase intention and identify changes in the dependent variable if the independent variable changes.

$$\hat{Y} = a + bX$$

This regression goes through the assumption test, namely the normality test and heteroscedasticity test. The normality test uses the KS test with the criterion that the results are more than 5% test significance to qualify. The heteroscedasticity test uses the Glejser test with results higher than 5% significance to qualify.

The coefficient of determination data analysis technique used in this study to determine the magnitude of the role of certain variables (Priyatno, 2016) and the t statistical test to see the significance of the influence of the independent variable on the dependent variable.

$$t_{hitung} = \frac{b}{Sb}$$

T test decision making criteria: If  $t_{count} > t_{table}$ , then  $H_0$  is rejected and  $H_1$  is accepted, meaning that there is a significant positive influence between social media marketing variables and purchase intention variables, and vice versa.

**RESULTS**

In analysing the results of the research data, a statistical software analysis tool was used, namely SPSS version 25, resulting in the following data analysis:

**Table 2. Data Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.92686138
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.059
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The test results show that the Kolmogorov significance value is greater than 5%, which is 0.200. Therefore, the data can be considered normally distributed so that the data normality test requirements for linear regression tests have been met.

**Table 3. Heteroscedasticity Test Results**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.223	2.462		3.340	.001
Social Media Marketing	-.074	.041	-.178	-1.791	.076

a. Dependent Variable: ABS\_RES

Based on the Glejser test by comparing the Sig. value with alpha significance at 0.05. The Sig. value of 0.076 is more than 0.05, meaning that heteroscedasticity does not occur. Thus, the assumption of heteroscedasticity has been fulfilled for the linear regression test.

**Table 4. Simple Linear Regression Equation Analysis Results**

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	11.116	4.036	2.754	.007
	Social Media Marketing	.476	.068	7.005	.000

a. Dependent Variable: Minat Beli (Y)

Based on the table above, the equation is obtained:

$$\hat{Y} = a + bX$$

$$\hat{Y} = 11,116 + 0,476X$$

Based on the results of data analysis in research on the effect of social media marketing (X1) on buying interest (X2) at Gramedia.com, the analysis of the above equation is as follows:

1. The constant of 11.116 means that if the social media marketing variable (X) is constant, then the purchase interest is 11.116
2. The X coefficient of 0.476 means that if the social media marketing variable (X) increases by 1 unit, then buying interest (Y) will increase by 0.476 units.

The following are the results of the coefficient of determination analysis using SPSS.

**Table 5. Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 <sup>a</sup>	.334	.327	4.95193

Based on the calculation results, the correlation value between Social Media Marketing (X) and Purchase Intention (Y) is 0.578, so the coefficient of determination is 33.4% (0.5782 x 100%). This coefficient of determination indicates that 33.4% of the variation in Purchase Intention can be determined by the Social Media Marketing variable, while the remaining 66.6% is determined by other factors not included in this study. Thus, the calculation results show that Social Media Marketing has a contribution of 33.4% in determining Purchase Intention.

Significance testing (t-test) needs to be done to determine whether or not there is a significant effect of the independent variable on the dependent variable. Therefore, the following are the results of the t-test from the regression results that have been carried out as follows:

**Table 6. Hypothesis Testing**

Model		t	Sig.
1	(Constant)	2.754	.007
	Social Media Marketing (X)	7.005	.000

a. Dependent Variable: Minat Beli (Y)

Social media marketing (X1) with a t-count value of 7.005 is higher than the t-table value or a p-value of 0.000 which is lower than the  $\alpha$  value of 0.05, this has the conclusion that H0 is rejected, meaning that this means that there is a significant positive effect of social media marketing Instagram @gamedia.com on buying interest.

## DISCUSSION

This study was conducted to see the effect of social media marketing (X) through Instagram @gamedia.com on buying interest (Y) books at the Gamedia.com online store. In this study, variable measurement was carried out by distributing questionnaires as a research instrument to 100 respondents who are Instagram @gamedia.com followers to find out how social media marketing performs on buying interest. This research was conducted with various tests and data analysis calculated with the SPSS 25 tool.

From the research that has been done, the results show that there is a significant and positive influence of social media marketing Instagram @gamedia.com on book buying interest. The relationship between the influence of the independent variable on the dependent variable shows a straight or positive direction, which means that if social media marketing is good, it will cause high buying interest and the greater the social media marketing activities carried out, the greater the buying interest obtained. This is in line with previous theory by Ariesandy & Zuliestana (2019) which states that consumer interest or interest in buying a product can arise when companies carry out social media marketing promotions that are well managed and logical.

Based on the results of the study, it can be seen that the implementation of social media marketing activities or social media marketing through Instagram contributes significantly and is good enough to generate buying interest. The results of this study are in line with the objectives of Gamedia.com social media through Instagram, namely to make the audience interested in buying products and product sales occur.

## CONCLUSION

Based on the results and discussion described in the previous chapter, this study reached the following conclusions:

1. This study uses five dimensions to measure the marketing effectiveness of Gamedia.com on Instagram, namely entertainment, interaction, trendiness, customisation, and perceived risk. The measurement results on the five dimensions show a value that is included in the high category, even the best category is very high. The dimension that gets the highest score is trendiness, because Gamedia.com admin consistently shares the latest content information and uses a fashionable Instagram style, reflected in attractive visuals and colour choices that match the company's identity.
2. The level of purchase intention felt by respondents is measured through three dimensions of purchase intention, namely information search intensity, immediate desire to buy, and preferential desire. The dimension with the highest percentage is the immediate desire to buy. Meanwhile, the dimension with the lowest percentage is information search intensity. This phenomenon is also noted in the research results, where buying interest that can be indicated from the click link story feature on the @gamedia.com Instagram account in October 2022 does not meet the expectations of the social media team.
3. Social media marketing has a positive and significant influence on purchase intention. With a coefficient value of 0.476, it shows that if the social media marketing variable increases by 1 unit, the value of buying interest will also increase by 0.476 units. This shows a unidirectional



relationship and is in line with research conducted by Maoyan (2014) namely consumer buying interest can be influenced by marketing activities through social media which makes external factors increase and ultimately have an impact on consumer perceptions. In addition, the results of this study also include an analysis of the coefficient of determination, which produces a value of 33.4%. This value indicates that the interest in buying books at Gramedia.com by respondents is influenced by Instagram social media marketing.

## LIMITATION

1. Researchers have limitations in finding theories, so it is hoped that further research can use the latest and relevant theories of both variables by other experts who follow the latest issues and developments in social media marketing and buying interest.
2. This study only focuses on examining purchase intention in the context of social media marketing. Therefore, it is recommended that future researchers can expand the scope by considering different variables or adding additional factors that will become the object of research. That way, research on social media marketing will become more comprehensive and contribute to increased knowledge.

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