

The Effect of Influencer Marketing, Instagram Social Media, and Relationship Marketing on Purchase Decisions

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Abstract. This study aims to identify influential variables on purchase decision at LP3I throughout Central Java. There are three variables conducted in the study include influencer marketing, Instagram social media, and relationship marketing. Purchase decision previously conducted 5 years earlier from 2018 - 2022. The study shows that influential influencer marketing and relationship marketing variables are significant, meanwhile Instagram social media variable has no significant result on purchase decision.

Keywords : Influencer Marketing, Social Media Instagram, Relationship Marketing

1. Introduction

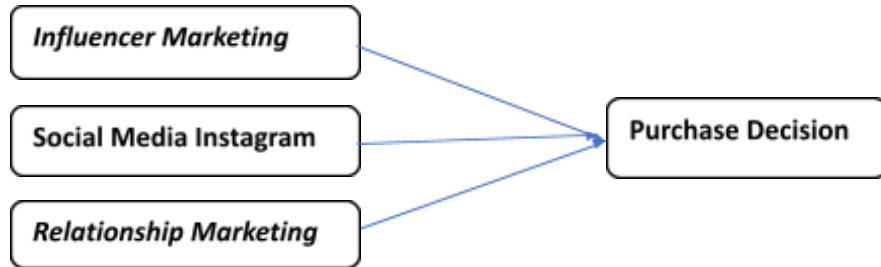
The emergence of the digital era today has changed the market, where every company competes fiercely to identify who is the best. Today, effective promotion no longer uses traditional advertising as before, but instead relies more on digital marketing [1]. Virtual technology and the internet have caused radical changes in the way businesses communicate with customers and meet consumer expectations [2].

Recently, the time spent using influencer marketing has increased significantly year after year. Given the low costs and significant benefits, many businesses are starting to incorporate the use of influencer marketing into their plans to market their own goods [3], [4]. It is clear that using influencer marketing is not a new concept in the business world. However, at that time, Influencer Marketing was only effective with celebrities or prominent figures

However, in this information age, anyone in the world with a large enough number of followers can serve as a reliable source of information for certain brands or products [5]. In today's digital era, the use and utilization of digital media is often done to market the goods or services of a company, and also learned from the time of Covid-19. People's behavior switches to using digital and results in a high number of internet usage [6], [7]. The high number of social media users, one of which is Instagram, is also accompanied by many online businesses as well as various companies and business people who have marketed their products via Instagram [8].

The continuity of purchasing a product or service is also inseparable from relationship marketing, namely marketing that aims to develop relationships so that they are sustainable or long lasting, and deep with many people or organizations that can directly or indirectly affect the success of the company's marketing activities [9], [10].

Study model and hypothesis conceptual models shown in following picture:



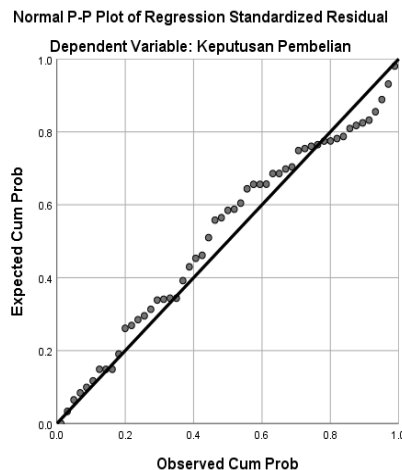
Hypothesis: hypothesis is " answer temporary on question A research, which is expected capable guide road research ".

2. Method

The current research utilizes a quantitative research methodology. Methods of quantitative analysis can be described as based on the positivist fallacies and are used to collect data from a population or sample, analyze data using statistical or quantitative methods, and test established hypotheses.

The research method used is in the form of data collection obtained from the results of an analysis of the influence of influencer marketing, Instagram social media, and relationship marketing on purchasing decisions implemented by the Indonesian Professional Education and Development Institute (LP3I) throughout Central Java and which is the object of current research, namely LP3I marketing staff and consumers.

3. Result And Discussion



Picture 1. Normality test despair purchase

Based on the table above shows that plotting data is not far from the diagonal line and attached to the diagonal line, This shows that research data are distributed normally.

Table 1. Hypothesis Testing

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	tolerance	VIF
	B	std. Error	Betas					
1 (Constant)	2,377	3,632			.655	.516		
Influencer Marketing	.342	.141	.316	2,424	.019	.665	1,503	
Instagram Social Media	.859	.314	.338	2,733	.009	.739	1,354	
Relationship Marketing	.360	.276	.169	1,302	.199	.672	1,488	

a. Dependent Variable: Purchase Decision

Based on hypothesis test results on, it can be explained that.

Test the hypothesis (H1). From table 2 it can be seen that results testing the influencer marketing hypothesis shows t value count of 2.424 with level significant $0.019 < 0.05$, signifies that influencer marketing m not own influence positive and no significant to decision purchase. So, hypothesis which stated that positive influence has influence between marketing influencer towards purchase decision is not acceptable.

Test the hypothesis (H2). From table 2 it can be seen that results testing the instagram social media hypothesis showing t value count of 2,733 with level significant $0.009 < 0.05$ indicates social media Instagram is not have influence positive and no significant to decision purchase. So, hypothesis which stated that Instagram social media positively influences marketing influencer towards purchase decision is not acceptable.

Test the hypothesis (H3). From table 2 it can be seen that results testing the relationship marketing hypothesis shows t value count of 1,302 with level significant $0.199 > 0.05$, indicating that relationship marketing has influence positive and significant to decision purchase . So, hypothesis which stated that marketing relationship positively influences marketing influencer towards purchase decision is acceptable.

Table 2. Coefficient Test Determination

Summary Model ^b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.668 ^a	.446	.412	2.96009

a. Predictors: (Constant), Relationship Marketing, Social Media Instagram, Influencer Marketing

b. Dependent Variable: Purchase Decision

The calculation results in table 3 is known that coefficient determination (Adjust R Square) obtained of 0.446. This means 44.6% variation variable decision purchase determined by influencer marketing, Instagram social media, and relationship marketing, while 55.4% are influenced by other variables that are not researched in study this .

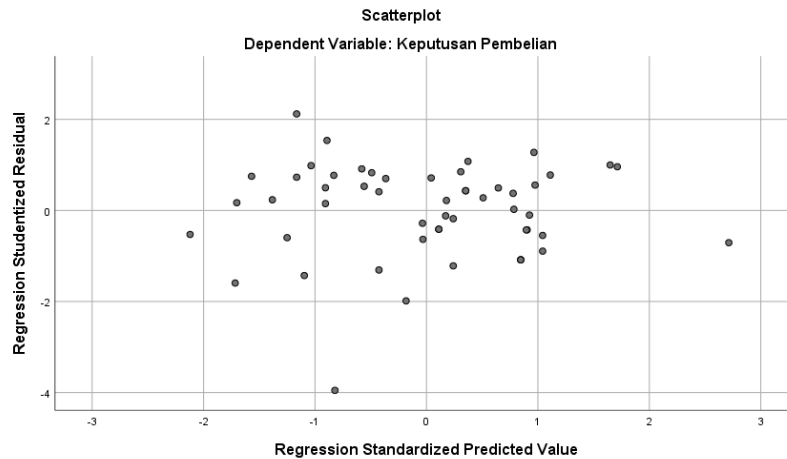


Figure 2. Heteroscedasticity test

Based on graphic on the 1st picture shown that the striking dots spread randomly which form uncertain pattern so it can be concluded that heteroscedasticity test results is not acceptable.

Test results show that influencer marketing has no influential significant to decision purchase. This showed with mark of 0.019. Whereas instagram social media has no influential significant to decision purchase with mark of 0.009. Relationship Marketing influence is significant with mark of 0.199.

Influencer Marketing is only effective for celebrities or prominent figures, given the low costs and significant benefits, many businesses have started to incorporate the use of influencer marketing into their plans to market their own goods. The use of the internet in Indonesia, which has been increasing from year to year, has changed the pattern of public transactions. What used to be done offline is now more online, this has caused the marketing strategy to also change. The continuity of purchasing a product or service is also inseparable from relationship marketing, namely marketing that aims to develop relationships so that they are sustainable or long lasting, and deep with many people or organizations that can directly or indirectly influence the success of the company's marketing activities.

Company size influences purchasing decisions. This proves that the bigger the company, the higher the purchase decision. Large companies will also provide greater marketing information to the public, so that the decision to purchase a product will be higher.

Conclusion

Consumer's purchase decision at LP3I in Central Java is highly affected by the quality of influencer marketing. The better it is, the higher the demand is. The better relationship occurred, acquisition decision purchase will increase eventually, and the maintenance of Instagram social media variable must be improved continuously, hence the marketing process occurred will be more effective.

This study only limited to the influence of influencer marketing, Instagram social media and relationship marketing on decision purchase, therefore we still have lots of other variables

that have not researched yet. It is expected that the next researcher is able to develop and perfect the study by using other variables.

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