A Measurement Tool to Analyze Consumers' Purchase Decision Making towards Social Media Marketing on Instagram

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Abstract: *The technology is always developing, therefore also for the use of the internet. One of the platfrom on the internet that are used is social media, including Instagram. Instagram has been accessed by the users since 2010 and ten years after it was launched, there are more than one billion users in the world. From those numbers, there are 60 million users in Indonesia. Because of the popularity of Instagram, there are many business accounts that use this social media as a platform to promote their product. ABC Company is one of the businesses that uses Instagram to promote their products. The effects of customers toward the social media marketing that has been done by the ABC Company need to be understand in the purpose of predicting the purchase decision of the customers on ABC Company products. The model of this study is based on Kinanti and Putri (2017) with a few modification. The pilot test was conducted on 30 respondents to prove the validity and reliability of the model used in this research. The result from the test shows that 24 items from 5 variables are valid and reliable. Therefore, the measurement tool of this study is qualified to be used in further study.*

Keywords: Instagram, purchase decision, social media marketing

1. Introduction

In this era, the use of social media can be also a platform to promote businesses. Instagram is one of the most popular social media in the world. As of December 2019, there are more than one billion active users on Instagram in a month and 90% of them are following business accounts [1]. One of the businesses that use Instagram for promotion is ABC Company. ABC Company is a e-commerce website that promotes its products through Instagram. ABC Company has the highest followers on Instagram among its competitors. Therefore, ABC Company has become one of the leading companies that promote their products on Instagram in Indonesia.

One of the purpose of social media marketing is to improve sales. The improvement of the sale can be proven by the increasing number of the order or purchase done by the customers. The proposed model in this research is expected to be an inclusive tool that can be used for further study to predict the consumers' purchase decision making towards social media marketing on Instagram.

The model used in this research is based on the model from Kinanti and Putri (2017) [2] and Elsyafitri (2018) [3] where the independent variable is using the theory of social media marketing from Chris Heuer in Solis (2010) [4] and this model is modified with purchase decision as the dependent variable. This research describes the variable of social media marketing that consists of Context, Communication, Collaboration, and Connection, and the purchase decision. The results of this research are expected to find a measurement tool for further research.

2. Literature Review

As the baseline of this research, the model is developed by Kinanti and Putri (2017) [2]. The research was conducted to analyze the impact of social media marketing towards brand equity. Kinanti and Putri (2017) [2] uses social media marketing from Chris Heuer in Solis (2010) as the independent variable. This research is modified the model by dividing the social media marketing variable into four dimensions and uses the purchase decision as the dependent variable. The purchase decision variable is based on Kotler and Keller (2016) [5]. Figure 1 shows the proposed model used in this research.
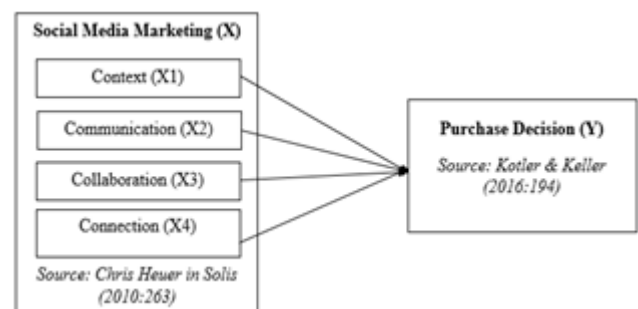
Figure 1 The Research Framework
Source: Data Processed by Author

There are four independent variables and one dependent variable of this research. The independent variables are Context, Communication, Collaboration, and Connection. According to Chris Heuer in Solis (2010) [4], context means "how we frame our story", communication means the practice of sharing our story as well as listening, responding, and growing", collabooration means "working together to make things better and efficient and effective", and connection means "the relationship we forge and maintain". Meanwhile, the dependent variable of this research is purchase decision. Purchase decision is the fourth stage of Five Stages Model of Purchase Decision [5].

3. Methodology

A validity test and reliability test must be conducted in this research to develop a good measurement tool. Validity test consists of content validity, face validity, readibility and pilot test. The content validity is the extent to which items used to measure research variables are logically correct according to what is being measured [6]. Content validity was conducted by reviewing previous journals [2, 3] and adopting the items related with the variables used in this research. The face validity was conducted by consulting from the experts in the marketing field. Readibility test was conducted on the respondents understanding the questionnaire. Table 1 shows the item of the questionnaire used in this research.

Table 1: Items on The Questionnaire

Variable	Items	Item Code
Context	There is information on caption that describes the photo on ABC's Instagram	CON1
	The message delivered by ABC Company on Instagram in providing information about them is clear	CON2
	The message delivered by ABC Company on Instagram in providing information is easy to understand	CON3
	The content provided by ABC Company on Instagram is interesting	CON4
	Information about products of ABC Company on Instagram is very informative	CON5
	The information provided on ABC Company's Instagram account suits my needs about their product	CON6
Communication	The information that is delivered by ABC Company on Instagram is very complete	COM1
	The information that is delivered by ABC Company on Instagram is up to date	COM2
	ABC Company on Instagram responses my testimony properly	COM3
	The contents of the message delivered by ABC Company on Instagram can be understood by me	COM4
	ABC Company on Instagram responds to my testimony kindly	COM5
Collaboration	The interaction between the admin and me on ABC Company Instagram provides good information about their products	COL1
	I am often involved in giving like/comment/share on ABC Company Instagram account	COL2
	The way ABC Company offers their products on Instagram gives me a good impression of the products	COL3
	I often visit ABC Company's Instagram account	COL4
Connection	I often search again for information about ABC Company's products on Instagram	CONN 1
	ABC Company service on Instagram provides comfort in the relationships that have been built for me as a	CONN 2
	consumer	
	ABC Company always update new information consistently on Instagram	CONN 3
Purchase Decision	I buy ABC Company's product based on my needs	PD1
	I search information about Vanilla Hijab before purchasing the product	PD2
	I prefer to buy ABC Company's products over other products	PD3
	In the near future I will make an online purchase of ABC Company's product	PD4
	I feel satisfied after buying ABC Company's product	PD5
	I will repurchase ABC Company's product	PD6

4. Results

The pilot test conducted on this reserach is filled by 30 respondents using Google Forms. There were 24 items asked for the inpendent variables and the dependent variable. All of the respondents are domiciled in Indonesia, have followed ABC Company's Instagram account or minimum three months and also have bought ABC Company's product. The data collected from this pilot test was analyzed using SPSS software. The criteria to determined the result refers to Friedenburg and Kaplan in Indrawati (2015:149) [6], the result is valid if the Correlated Item-Total Correlation (CITC) is higher than 0.3. Meanwhile, for the reliability test is determined by the result of Cronbach Alpha. The result is considered as reliable if it is higher than 0.7.

Table 2. Pilot Test Result

Item Code	CITC	Cronbach Alpha
CON1	0.438	0.877
CON2	0.554	
CON3	0.582	
CON4	0.754	
CON5	0.628	
CON6	0.609	
COM1	0.513	0.791
COM2	0.518	
COM3	0.583	
COM4	0.461	
COM5	0.477	
COL1	0.571	0.777
COL2	0.618	
COL3	0.713	
COL4	0.666	
CONN1	0.687	0.813
CONN2	0.632	
CONN3	0.755	
PD1	0.506	0.861
PD2	0.445	
PD3	0.725	
PD4	0.620	
PD5	0.732	
PD6	0.595	

5. Conclusion

The conclusion based on the analysis of the pilot test is the 24 items of the independent variables (Context, Communication, Collaboration, and Connection) and the

dependent variable (Purchase Decision) are valid and reliable. This means that the measurement tool to analyze consumers' purchase decision making towards social media marketing on Instagram of ABC Company is considered as good and can be proposed to be used for further research.

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