

THE INFLUENCE OF INSTAGRAM MARKETING CONTENT AND LE MINERALE BRAND IMAGE ON PURCHASING DECISIONS MEDIATED BY PURCHASE INTENTION

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Article history:

Received
17 January 2024

Revised
19 February 2024

Accepted
17 April 2024

Available online
12 August 2024

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Abstract

Background: Social media is one of the channels that can be used for digital marketing. Moreover, social media users continue to grow every year and have bright potential to market products while getting closer to consumers.

Purpose: The study aims to analyze the perception of marketing content and brand image of Le Minerale bottled drinking water on consumer purchasing decisions.

Design/methodology/approach: The method used in this research was SEM-PLS with the Smart PLS 3.3 application. The research focused on Le Minerale's Instagram followers, consisting of 259 respondents.

Findings/results: The results of this study indicated that marketing content and Le Minerale brand image had a positive and significant effect on purchase intention, while purchase intention affected buying decisions. Among the marketing content indicators, persuasive indicators (KM3) had the strongest influence. Additionally, within the brand image variable, brand favorability as an indicator of CM2 exerted the strongest influence.

Conclusion: Meanwhile, in the purchase intention variable, the indicator that had the strongest influence was interest (MB2). Additionally, several strategies could be applied to help Le Minerale compete more effectively and potentially become a market leader in the mineral water industry. These strategies included following the trend of viral content with close communication with consumers, conducting indirect marketing programs through various collaborations consistently, and maximizing other social media channels.

Originality/value (State of the art): This research contributes to providing knowledge and strengthening the theory of how Instagram marketing content and a brand's brand image can influence buying decisions by mediation of purchase intention. The results of this study are also expected to be a reference in implementing digital marketing strategies, especially on Instagram social media.

Keywords: brand image, content marketing, purchase decision, purchase intention, sem-pls

How to Cite: Simbolon S, Sumarwan U, Jahroh S. (2024). The influence of instagram marketing content and le minerale brand image on purchasing decisions mediated by purchase intention. *Business Review and Case Studies* 5(2): 284. <https://doi.org/10.17358/brcs.5.2.284>

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INTRODUCTION

Le Minerale markets its products in both offline and online dimensions. In online marketing, Le Minerale relies on social media, especially Instagram, as its marketing tool. Since its first launch in 2015 until using Instagram for the first time in 2016, PT Mayora Tbk as the parent company has continued to record profits to date (Financial statements of PT Mayora Indah Tbk 2016, 2017, 2018, 2019, 2020, 2021). This indication experienced by Le Minerale is predicted to be the effect of the use of social media, which until now has continued to be intensively carried out. The strategy used by Le Minerale is also quite similar to that of Aqua as the market leader, namely maximizing own, paid, and earned media (Marketeters.com, 2024).

Today's technological advances make digital marketing very easy for anyone to run. By implementing the right strategy, social media can influence consumer decision-making (Najib et al. 2021; Soetirto et al. 2020), and even increase sales (Chasanah, 2021). Content marketing is an important part of social media that packages text, images, audio, and video for marketing needs and then distributes via the web, social media, or digital advertising (Ramos, 2013, Abrams et al. 2023).

The use of content marketing as a marketing strategy in the digital dimension will undoubtedly be very interesting. Content marketing on social media is a means to educate the audience regarding products to become more aware of the products or services offered by the brand and encourage consumers to make product purchase decisions (Apupianti et al. 2019; Lieb, 2011). Content marketing is made as interesting as possible and is very close to the audience's daily life.

The competition is intense in the bottled drinking water (AMDK) industry. For this reason, the built brand image must also be unique enough to be accepted by the public. Currently, Le Minerale appears different from other mineral water brands with a different brand image; one of the most remembered is the jargon, 'the one with sweetness.' This aligns with Kahle and Kim's (2006); Purnama and Wening (2023) statement that one of the functions of brand image is as a market entry point. A strong brand image will increase buying interest and lead to buying decisions (Rahma, 2007, Balmer et al. 2020).

AIDA theory stands for attention, interest, desire, and action, which is a message that must get attention, become interested, and take action (Kotler 2009). In a study conducted by Hassan et al. (2015), AIDA mode can be applied as a social media strategy to increase consumer knowledge to influence their decisions.

The use of social media as a modern marketing tool is also supported by the increasing number of social media users in the world, especially in Indonesia. Referring to www.dataindonesia.id (January 2022) in figure 1, the number of social media users in Indonesia reached 191 million. This number increased by 12.35% when compared to 2021, with a record 170 million social media users. Based on this data, it is also noted that Instagram is still the most popular social media platform for Indonesians, recording a percentage of 84.8%, followed by Facebook with a percentage of 81.3%, and Tiktok is in third place with a popularity presentation of 63.1%. The growth of social media from year to year is certainly a good opportunity for every brand to maximize in marketing of their products and services (Ulfah et al. 2016).

The increase in the number of social media users each year has also triggered predictions of sales through social media. According to Katadata.id (2022), it is predicted that the value of sales through social media will reach 2,900 US dollars in 2026. This data is certainly a good opportunity for all industries, especially Le Minerale, which continues to aggressively conduct digital marketing on social media. With the right social media strategy, Le Minerale is expected to be able to increase its sales or even be able to beat Aqua as the market leader or people's favorite bottled drinking water in Indonesia. From the above background, there are three objectives in this study, namely:

1. Analyzing the effect of content marketing on the purchase intention of Le Minerale products.
2. Analyzing the effect of Brand Image on the Purchase Intention of Le Minerale products.
3. Analyzing the effect of Purchase Intention on Buying Decisions for Le Minerale products.

METHODS

The research was conducted on Le Minerale Instagram followers. The research period was conducted from May to July 2023. Data sources consist of primary and secondary data. Primary data was obtained using

an online questionnaire with Google Forms, while secondary data was obtained through previous studies with the aim of supporting the research findings. Data was collected by distributing questionnaires presented in Google Forms. The digital questionnaire is then distributed to respondents who are Le Minerale Instagram followers via DM directly one by one, distributing questionnaire links through the WA Group, then asking respondents who have filled it out to spread it again to others. The questionnaire stated that the prospective respondent is a Le Minerale Instagram follower.

The sampling technique utilized was Non-Probability Sampling, specifically Voluntary Sampling. The sample size was determined using the rule of thumb method, where the sample size needed to be 5-10 times greater than the number of indicators (Hair et al. 2017).

The collected data was then explained using descriptive methods to provide a clearer and more accessible understanding of the data. Furthermore, the data was analyzed using the SEM-PLS data processing method with the Smart PLS 3.3 application. Figure 1 illustrates the research framework, which consists of Content Marketing and Brand Image as independent variables. These independent variables affect Purchase Intention, which serves as an intervening variable influencing the dependent variable, Buying Decision. Based on Figure 1, the following are the research hypotheses:

- H1: Content Marketing has a positive and significant effect on Purchase Intention.
- H2: Brand Image has a positive and significant effect on Purchase Intention.
- H3: Purchase Intention has a positive and significant effect on Purchasing Decisions.

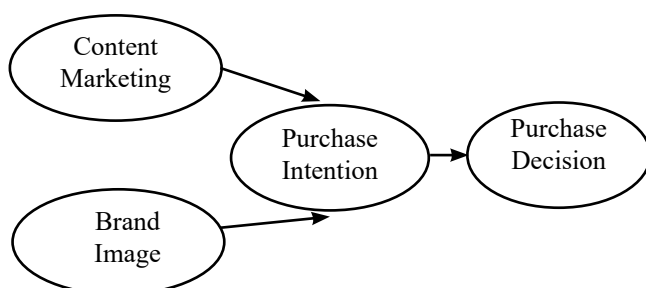


Figure 1 Research framework

RESULTS

Table 1 explains that there were 170 female respondents and 89 male respondents - indicating that female respondents dominated in this study. Meanwhile, the highest age of respondents is in the age range of 20-25 years, as many as 90 respondents, whose distribution is mostly in cities on the island of Java as many as 227 respondents. The highest level of respondent education is undergraduate as many as 170 respondents. The profession as a private employee is the most common occupation, with 150 respondents with the highest salary range of IDR5,000,001-IDR10,000,000 as many as 112 respondents.

In this study, a validity test was also carried out to determine the feasibility of a questionnaire. The validity test consists of two types, namely convergent validity and discriminant validity. After conducting the validity test, the reliability test is then carried out. The following in Table 2 are the results of the convergent and discriminant validity tests.

In Table 2, the outer loading value has met the minimum requirement above 0.7. This indicates that each indicator is valid. Meanwhile, validity is also tested convergently with the criteria that the AVE value must exceed 0.5. As a result, each variable in this study is declared valid because it meets the established criteria. In addition to the convergent validity test, this study has also met the requirements of the discriminant validity test. A questionnaire can be discriminantly valid if the value of each variable on the outer diagonal line is greater than the correlation value between latent. Table 3 shows the results of the discriminant validity test as seen from the Fornell-Larcker Criterion.

Table 3 shows that the questionnaire was declared valid because it met the requirements of the discriminant validity test. A research questionnaire declared discriminant valid can be seen in several ways, using the Fornell-Larcker Criterion.

In this study, the questionnaire has met these criteria with the root AVE value of each variable on the outer diagonal side being greater than the value below which is the inter-correlation value. Thus, the questionnaire in this study was also declared discriminant valid.

Table 1 Respondent data

Characteristic of Respondents	Quantity	Characteristic of Respondents	Quantity
Gender		Education Level	
Male	89	SMA	37
Female	170	Diploma	26
Age of Respondent		Sarjana	170
20-25	90	Pascasarjana	26
26-30	77	Jobs	
31-35	50	Pelajar	31
36-40	20	IRT	12
41-45	8	PNS/TNI/Polri	13
> 46	14	Wirausaha	18
Domicile		Pegawai Swasta	150
Jawa	227	Lainnya	35
Sumatra	28	Income per Month	
Kalimantan	2	< Rp2.000.000	46
Sulawesi	1	Rp2.000.001-Rp5.000.000	55
NTT	1	Rp5.000.001-Rp10.000.000	112
		> Rp10.000.001	46

Table 2. Convergent validity test

Indicator	Outer Loading	AVE	Status	Indicator	Outer Loading	AVE	Status
Content Marketing				Purchase Intention			
Readability	0.869	0.767	Valid	Interest	0.940	0.850	Valid
Sharing Motivation	0.919			Desire	0.900		
Persuasion	0.928			Action	0.924		
Decision Making	0.862			Purchase Decision			
Factor	0.792			Product Buying Habit	0.938	0.880	Valid
Brand Image				Repurchase	0.939		
Brand Strength	0.882	0.786	Valid				
Brand Favorability	0.944						
Brand Uniqueness	0.830						

Table 3. Discriminant validity test

	Brand Image	Purchase Decision	Content Marketing	Purchase Intention
Brand Image	0.887			
Purchase Decision	0.670	0.904		
Content Marketing	0.553	0.655	0.876	
Purchase Intention	0.726	0.871	0.616	0.880

The reliability test was measured using Cronbach's alpha (CA) and composite reliability (CR) criteria, with a threshold value of 0.7. The results of this study were deemed reliable because all variables met the reliability test requirements, as the Cronbach's alpha and composite reliability values for each variable exceeded the minimum threshold of 0.7, confirming their validity.

In Table 4, the R Square value, or the coefficient of determination for purchase intention, was reported as 0.541, indicating a moderate category. Meanwhile, the R Square value for the buying decision was 0.760, which is greater than 0.67 and categorized as good. The direct influence between variables was considered positive and significant, as it met the criteria of t-statistics with a value greater than 1.96.

The data displayed in Table 5 can be interpreted, that the influence between variables in this study has a positive and significant effect. This is confirmed by the t-statistics value, which exceeds the criterion value, which is 1.96.

The Content Marketing variable has a positive and significant effect on Purchase Intention. Furthermore, Brand Image also shows a positive and significant influence on Purchase Intention. Meanwhile, Buying Interest as intervening has a positive and significant effect on consumer Buying Decisions.

The Effect of Brand Image on Purchase Intention

The path coefficient value for the Brand Image variable on Purchase Intention was found to be positive and significant, measuring 0.512. Additionally, the recalculated results through the bootstrapping stage for the relationship between these two variables yielded a T-Statistic (T-Count) value of 11.519. These findings indicate that the Brand Image of Le Minerale mineral water has a direct, positive, and significant effect on the Purchase Intention of its Instagram followers.

The influential and significant results regarding the Brand Image and Purchase Intention variables align with research conducted by Mughoffar et al. (2019), Krisnawan and Jatra (2021), Khoirunnisa and Albari (2023), and Listiani and Wulandari (2022). The study reaffirms that the Brand Image created by Le Minerale is effective, as it possesses a distinct and memorable brand identity that stimulates consumers, particularly its Instagram followers. These findings are further supported by the theory

that Brand Image encompasses associations that contain information about a brand, derived from direct consumer experiences with the product or service, as well as perceptions formed by the company through various communication strategies (Ratri, 2007).

Within the Brand Image variable, the brand favorability indicator emerged as the strongest influencer, with a loading factor value of 0.944. This suggests that factors supporting Le Minerale as a favorite brand are deeply ingrained in consumers' minds, such as the product's accessibility to all demographics, the safety it provides, and the variety of packaging options that cater to consumer preferences. These entrenched factors gradually influence consumers' buying interests. The brand strength indicator also exhibited a strong presence, with a loading factor value of 0.882. Le Minerale's Brand Image is robust, thanks to the identities established, making it widely recognized across various segments. Additionally, the brand uniqueness indicator in the Brand Image variable recorded a loading factor value of 0.830, indicating that a unique Brand Image is well-received by consumers and significantly influences Purchase Intention.

The Effect of Marketing Content on Purchase Intention

The path coefficient value for the Marketing Content variable on the Purchase Intention of Le Minerale's Instagram followers was found to be 0.316, with a T-Statistic value (T-Count) of 6.131. Recalculating at the bootstrapping stage confirmed that the effect of Content Marketing on the Purchase Intention of Le Minerale's followers is positive and significant.

Table 4. R Square

	R Square	Level
Purchase Decision	0.760	Good
Purchase Intention	0.541	Moderate

Table 5. Influence between variables

Variable	Path Coefficient	T-Statistics	P-Value
Content Marketing → Purchase Intention	0.316	6.131	0.000
Brand Image → Purchase Intention	0.512	11.519	0.000
Purchase Intention → Purchase Decision	0.872	43.301	0.000

This positive and significant effect of Content Marketing on Purchase Intention aligns with findings from research conducted by Mukkaromah et al. (2022), Jafarova and Tolon (2022), Riyadini and Krisnawati (2022), and Pidada and Suyasa (2021). In this study, the Marketing Content variable was confirmed to have a positive and significant impact on the Purchase Intention variable. This conclusion is consistent with the theory that suggests consumers often base their purchasing decisions on their perceptions (Sumarwan, 2014). During the perception formation stage, consumers interpret external realities or stimuli, such as marketing content, and recognize the product or service as a necessity.

Among the five indicators of the Marketing Content variable, the persuasive indicator and sharing motivation exhibited high values, with the persuasive indicator having a loading factor value of 0.928 and sharing motivation at 0.918. This indicates that persuasive Marketing Content, which includes motivating elements, plays a crucial role in enhancing Purchase Intention. Following these, the readability indicator had a loading factor value of 0.868, and the decision-making indicator had a loading factor value of 0.863, both contributing significantly to the Marketing Content variable. These results demonstrate that Marketing Content that is easy to understand and presented consistently can also foster consumer buying interest. Additionally, the factor indicator recorded a loading factor value of 0.794, indicating that external factors such as friends, family, and the company influence the development of Buying Interest.

The Effect of Purchase Intention on Purchasing Decisions

The path coefficient value of the Purchase Intention variable on the Decision to Purchase Le Minerale followers is 0.872, while the T-Statistic (T-Count) value is 43.301. The minimum criterion value of T-Count between variables is said to be positive and significant if $t > 1.96$. From the bootstrapping results and the resulting T-Statistic value, it can be interpreted that the Purchase Intention variable as an intervening variable influences the Buying Decision variable positively and significantly. This result indicates that the Purchase Intention of Le Mineral followers, which Content Marketing and Brand Image influence, is able to influence Le Minerale followers to purchase Le Minerale products.

The results of this recalculation are in accordance with the theory which states that before consumers make purchasing decisions, consumers will go through the stage of recognizing the problems faced until they end up buying a product or service (Kotler & Armstrong 2016). The stages of this purchasing decision also consists of five stages, namely problem recognition, information search process, evaluation and alternatives, purchase decisions, and post-purchase behavior (Kotler & Armstrong 2016). In line with theory, the results of research by Mukkaromah et al. (2022), Willy and Nurjanah (2019), Tangka and Dotulong (2022), Purwati and Cahyanti (2022), purchase intention variable shows the results of a positive and significant influence on purchasing decisions.

As for the Purchase Intention variable, the interest indicator has a loading factor value of 0.940. This indicates that at the interest stage consumers are already interested as a result of exposure to advertisements and promotions that have been carried out by Le Minerale. Meanwhile, the value of the action indicator is 0.924, which means that consumers will consciously choose Le Minerale as mineral water for consumption. Meanwhile, in the desired indicator, the loading factor value is 0.900. This means that consumers are already in the stage of having a sense of desire to consume Le Minerale because of a good understanding of the product. This sufficient knowledge then becomes one of the factors that foster Purchase Intention and influence consumers in making the Le Minerale Buying Decision.

Managerial Implications

Based on the results of the analysis that was carried out, it was known that consumer Purchase Intention was positively and significantly influenced by Content Marketing and Brand Image that had been built and carried out by Le Minerale, especially on Instagram social media. Meanwhile, high consumer Purchase Intention subsequently triggered consumers to make Purchasing Decisions for Le Minerale. From the results of this analysis, the managerial implications that needed to be considered were as follows:

Brand Image

Brand Image was an independent variable that more strongly influenced Purchase Intention as a mediating variable; the managerial implications to consider were as follows:

1. Le Minerale can innovate by making special edition bottles, such as recycled bottles, limited edition designs, trying to make the latest size packaging, to ensure that all people can enjoy each of its products.
2. Strengthen Brand Image by collaborating with cross-industry brands with a strong brand image.
3. Strengthening brand identity creatively to make Le Minerale top of mind in the mineral water segment.

Content Marketing

Bootstrapping results showed that Marketing Content also positively and significantly affected consumer buying interest. Therefore, the managerial implications that needed to be considered were as follows:

1. Le Minerale, through its Instagram, prioritizes creating persuasive content and various motivations.
2. Message delivery in content marketing on Instagram Le Minerale is recommended to be made more creative. This delivery method can be packaged by tapping into the concept of viral Instagram content.
3. Le Minerale can change hard-selling content to soft-selling and more consumer-centric. Consumer-centric means that the content ideas used can be adapted from activities that consumers go through every day.

Purchase Intention

As an intervening variable, the Purchase Intention variable positively and significantly influenced purchasing decisions. Therefore, the managerial implications that needed to be considered were as follows:

1. Le Minerale can consistently make creative advertisements both online and offline. Continuous advertising exposure is expected to attract consumer attention, making Le Minerale top of mind as mineral water for daily consumption.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the analysis, all hypotheses in this study were stated to have a positive and significant effect. The Marketing Content variable was found to have a

positive and significant effect on Purchase Intention (H1). This indicated that Le Minerale's Instagram Marketing Content could provide a good stimulus to consumers, thereby increasing Purchase Intention. Similarly, the Brand Image variable also had a positive and significant effect on Purchase Intention (H2). Le Minerale's Brand Image as bottled mineral water had been successful in enhancing consumer Purchase Intention. Furthermore, Buying Interest demonstrated a positive and significant influence on consumer Buying Decisions (H3). The analysis results indicated that Purchase Intention, as an intervening variable, had a very strong influence on Purchasing Decisions. With a strong Purchase Intention, consumers were likely to buy Le Minerale products when needed.

The research results that indicated positive and significant effects produced several managerial implications for Le Minerale. To achieve the potential to become a market leader in the bottled drinking water industry, particularly in the mineral water segment, Le Minerale needed to consistently and continuously implement strategies based on these managerial implications.

Recommendations

If future research can show better results, there are suggestions that can be considered. A more balanced sample from various big cities in Indonesia will likely be obtained in future research. Future research can target respondents outside of Le Minerale's Instagram followers. This needs to be done because the Instagram system allows Le Minerale's content to be seen by users who are not Le Minerale's Instagram followers. Finally, further research can add other variables related to current issues.

Conflicts of Interest: The authors declare no conflict of interest.

Funding statement: This research did not receive any specific grant from funding agencies in the public, commercial, or not - for - profit sectors.

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