

## CHAPTER 4

### DATA ANALYSIS

This study intends to determine the use of Instagram Advertisements to answer the research question; the researcher asks fixed questions on the use of Instagram Advertisements and purchase intention according to the order of the questions. This chapter reported three data areas: Instagram Advertisements, Instagram features, and purchase intention.

#### **4.1 The use of Instagram Advertisements**

Instagram Advertisements offers recommendations and assist customers to find relevant products they're looking for. Continuously new features have been added, expanding the space for advertising (de Jong, 2018).

##### **4.1.1 The frequency of Instagram story and feeds advertisements**

Considering Instagram's advertising options, it appears that users will find story advertisement to be more intrusive than feeds advertisement (de Jong, 2018). Consequently, that means that Instagram Advertisements assist their users to find business accounts.

Respondent A stated, "*Soalnya kan kalau misal awal kan nggak tahu ya ada olshop itu, tapi kadang tuh kayak muncul gitu di story IG ads nya, Kalau misalkan interested, ya dibuka accounnya.*" [For example, at first, I don't know that the shop exists, but sometimes it pops up on the IG ads story. Then if I am

interested, I will go to the account page] (Respondent A, Interviewed on 23<sup>rd</sup> October 2022 at 17.14). Respondent B also supported that statement by saying “...*muncul referensi, muncul ads di story.*” [... the reference appears, then the Ads pop up on story] (Respondent B, Interviewed on 23<sup>rd</sup> October 2022 at 15.29). Furthermore, Respondent C stated, “...*biasa kalau lihat di story tiba tiba ada iklan kan.*” [...Usually when I scroll IG story the Advertisements pop up] (Respondent C, Interviewed on 29<sup>th</sup> October 2022 at 14.33). Respondent E stated her opinion, “...*dan jadi tahu olshop mu itu jual jual apa aja gitu ya lewat ads di story gitu.*” [...So we know what your shop is selling through Instagram story ads] (Respondent E, Interviewed on 27<sup>th</sup> November 2022 at 15.09). Respondent F added, “...*saya juga sering nemu barang barang bagus juga lewat story ads.*” [I also often find good items recommended by Instagram story Advertisements] (Respondent F, Interviewed on 5<sup>th</sup> December 2022 at 12.43). Respondent G affirmed, “*pas lihat Instagram story gitu tuh kadang bisa muncul ads nya sendiri gitu.*” [When I scroll Instagram story, the advertisements pop up immediately] (Respondent G, Interviewed on 6<sup>th</sup> December 2022 at 16.18). Respondent I uttered her experience, “...*terus waktu aku buka Instagram muncul di Instagram Ads di story.*” [when I open Instagram the Ads appear on Instagram story] (Respondent I, Interviewed on 6<sup>th</sup> December 2022 at 11.48). Supporting that statement, Respondent J stated, “...*terus kadang buka di IG story tiba tiba ada barang yang recommended gitu buat aku,*” [...Sometimes I open Instagram story and there's product recommended for me] (Respondent J, Interviewed on 5<sup>th</sup> December 2022 at 12.37).

On the contrary, Respondent D said *“biasane banyak orang yang ngeklik dari ads kan, dari feeds misal.”* [Usually people click the ads, for example from Instagram feeds] (Respondent D, Interviewed on 5th December 2022 at 12.37). Respondent H added, *“karena adsnya di feeds terus saya tertarik melihat terus kayak bisa di klik langsung ke instagramnya gitu lo.”* [Because the feeds Advertisements make me interested to see more, and the ads can redirect me to the business page] (Respondent H, Interviewed on 6th December 2022 at 16.37).

The majority of the respondents stated that they more frequently see Instagram story advertisements rather than see feeds advertisements. On the other hand, the rest of the respondents more regularly seeing Instagram feeds advertisements rather than seeing story advertisements. This results conforms to the previous studies by de Jong (2018) on the effects of Instagram Advertising on brand awareness, ad intrusiveness, brand attitude and purchase intention found the following:

Story Advertisements are more likely to appear than Feeds Advertisements. This is as a result of the fact that Story Advertisements are unlike the other situation, where you can just scroll past Feeds Advertisements, these sort of advertisements pops-up full-screen when users watching stories on Instagram.

#### **4.1.2 Instagram Advertisements provide product-related contents and references**

One of the effective methods for Instagram to identify trends and discover patterns is through the use of big data (Dongre, 2020). Most of the time, the software reviews a significant amount of data using machine learning. And by doing this, the AI (Artificial Intelligence) analyses the data and learns about social, economic, and cultural elements of individuals from all over the world. AI (Artificial Intelligence) also assists Instagram in recognizing and comprehending customer behaviour. This guarantees that content about products is targeted to those with an interest in them.

Respondent A stated, "*Soalnya misal kayak awalnya nggak tahu ya kalau misal ada ternyata ada misal jual produk itu, tapi kayak abis itu muncul aja di IG ads, terus ternyata sesuai sama kebutuhan saya, ya saya klik.*" [For example, at first, I didn't know about a product, then it appeared on IG ads, then it turned out to be according to my needs, so I click the ads] (Respondent A, Interviewed on 23<sup>rd</sup> October 2022 at 17.14).

Agreed with that statement, respondent B said, "*Soalnya itu kan Instagram kan pakai algoritma ya, terus kalau misalnya saya lagi mau cari baju gitu itu pasti muncul referensi, muncul ads gitu tu kayak yang sesuai dengan apa yang saya cari sebelumnya.*" [Because Instagram uses an algorithm, right? For example, I'm looking for clothes, references will appear, ads will appear according to what I was looking for before] (Respondent B, Interviewed on 23<sup>rd</sup> October 2022 at 15.29). It is inferred from the statement above that Instagram advertisement provides relevant product-related contents by using its algorithm in examining customer behaviours.

In accordance with that, Respondent C stated her experience, “*Kan setahu saya kalau Instagram itu kan disesuaikan sama kita yang sama apa sih, sejarah pencarian kita ya? Ya itu. misal, misal saya cari panci di Instagram, nanti itu iklannya juga isinya panci panci kak.*” [As far as I know, Instagram Advertisements are according to our search history, right? For example, I searched for pans on Instagram, later the ad will also contain pots and pans sis] (Respondent C, Interviewed on 29th October 2022 at 14.33).

Furthermore, Respondent D stated, “*Soalnya Instagram ads semua produk apapun itu ngebantu aku buat nemuin produk apa yang paling sesuai sama kebutuhanku, sih.*” [Because Instagram advertisement helps me to find out which products suits my needs best] (Respondent D, Interviewed on 5th December 2022 at 12.37).

Agreed with that, Respondent E stated, “*Menurutku sih membantu ya, soalnya kalau lagi buka shopee misal trus kayak masih belum nemu produk yang menarik buat aku. Trus pas aku buka IG, kadang tuh kayak muncul Ads rekomendasi skincare.*” [I think it is helpful, because if I look things on Shopee it's like I haven't found a product that suits me. Then when I look things on Instagram, sometimes it looks like Ads for skincare recommendations appear] (Respondent E, Interviewed on 27th November 2022 at 15.09).

Respondent F expressed her thoughts, “*Membantu sih, kak. Soalnya kan, karena setau saya ya kayak misal saya lagi scroll scroll di e-commerce lain, itu mungkin karena ada sesuatu kayak saya juga paham teknologi, mungkin karena ada apa mungkin terus kayak di Instagram bisa muncul itu loh kak, misal saya*

*cari moisturizer, di Instagram tuh bisa muncul gitu, dan itu membantu banget sih. Buat saya.”* [I think it is helpful. As far as I know, for example when I'm scrolling through other e-commerce, maybe it's because there's something like, I don't understand technology though, maybe it's because of something that makes recommendation keep on appearing on Instagram, sis, for example I'm looking for a moisturizer, and when I scroll through Instagram, it can appear somehow, and that's really helpful for me] (Respondent F, Interviewed on 5th December 2022 at 12.43).

The thing mentioned by Respondent F is Big Data. It is aforementioned that Big Data's purpose is to provide recommendation by analysing customers' behaviours on Instagram.

Respondent G stated, *“Iya sih cukup membantu sih untuk saat ini.”* [For now it quite helps] (Respondent G, Interviewed on 6th December 2022 at 16.18). Respondent H further added, *“Kadang itu muncul sendiri itu tanpa kita nyari nyari kadang kayak udah direkomendasikan langsung gitu.”* [Sometimes it pops up on my Instagram, it's like it's been recommended right away by Instagram] (Respondent H, Interviewed on 6th December 2022 at 16.37).

Respondent I mentioned, *“Ya, kayak tadi gitu nyari referensi baru ketika ada misal di toko online shop nyari misal make up atau brush make up nah kadang tuh yang di toko online tu kadang tu enggak semuanya muncul yang aku pingin terus waktu aku buka Instagram muncul di Instagram Ads itu kadang tu bisa pas banget referensinya dan oh ini yang aku cari gitu.”* [Yes, it's like that looking for new references when there's an online shop, for example, looking for

make up products or make up brushes, not all the products pop up, but when I go to Instagram, it gives me reference that fits me really well, and oh this is what I was looking for.] (Respondent I, Interviewed on 6th December 2022 at 11.48).

Respondent J also confirmed the statement above by saying, “*kadang saya cari di shopee atau apa tuh ndak ketemu, terus kadang buka IG tiba tiba ada barang yang recommended gitu sesuai yang dicari tadi. Itu yang membantu sih.*” [Sometimes I look things on Shopee and I can't find it, then I go to IG and suddenly there are recommendation related to my search before. That's what helps.] (Respondent J, Interviewed on 5<sup>th</sup> December 2022 at 12.37).

All respondents stated that Instagram provides product-related contents and references according to their search. Something relevant to their search pops up whenever they are done visiting particular search. Further, it indicates that Instagram uses big data to collect information from users by analysing users' search activity on other platforms to provide reference on its own application. This is relevant to the previous studies about consumer's perception of Instagram Advertisements by Dongre (2020) found the following:

Big Data enables things simpler for platforms like Instagram to analyse customer behaviours by examining at the content users publish. The algorithm shall immediately analyse the vast amount of content that is uploaded every day. This is certainly relevant because it will facilitate the technology's ability to obtain useful information.

## **4.2 Instagram features help customers to do online shopping**

Nowadays, a lot of Instagram business accounts profiles are created, which influences consumers to shop online. Therefore, Instagram features help customers to shop online easily. In consideration of this, a lot of businesses now have an Instagram account to advertise their items (Huey Lim et al., 2014).

### **4.2.1 Instagram features are helpful to memorize detailed information**

Instagram has enabled online shopping easier by facilitating users through their features (de Jong, 2018). Majority of the respondents stated that they use “saves” feature the most compared to another Instagram features. Instagram saves supports users to memorize information from Instagram photos or videos by tapping the bookmark icon in the lower right corner and adding it to personal "Saved" folder.

Respondent A agreed, “... *Apalagi paling sering di save soalnya kan kadang lupa gitu ya nama olshopnya terus kalo di save kan biar lebih gampang misal kalau mau cari lagi.*” [Oh yeah, that’s for sure, I save posts most of the time, because sometimes I forget the name of the shops, and if I save it, it’s easier for me to find it again] (Respondent A, Interviewed on 23<sup>rd</sup> October 2022 at 17.14). Respondent C added, “*Kalau saya sih ngesave aja ya nggak follow sih, soalnya biasanya kalau follow kan kelihatan itu, tapi kalo save kan privasi.*” [I don’t usually follow the account, I only save the post. Because if you follow an account, your username will appear to another users, but “saves” feature is private]. (Respondent C, Interviewed on 29<sup>th</sup> October 2022 at 14.33).



Furthermore, Respondent E added, “*Iya, biasanya kalau aku nemu iklan baju yang lucu bagus bagus, biasanya aku ngesave sih.*” [Yeah, usually when I find flattering clothes advertisements, I usually save it anyway] (Respondent E, Interviewed on 27th November 2022 at 15.09). Instagram users used to ‘screenshot’ Instagram posts to memorize the information contained, which is not considered convenient. They discovered that the screenshot pictures in their phone gallery were taking up too much space.

Respondent F states that “*Even sebelum Instagram ada fitur save saya itu sering banget screenshot suatu barang ya ngga baju, ya ngga skincare yang interesting, galeri saya jadi penuh banget.*” [Even before Instagram had saves feature, I often screenshot items, like clothes, or skincare, my gallery storage was so full] (Respondent F, Interviewed on 5<sup>th</sup> December 2022 at 12.43). Respondent I added “*... Iya, tapi paling banyak sih biasanya aku save.*” [...Yes, but usually I use “saves” the most] (Respondent I, Interviewed on 6<sup>th</sup> December 2022 at 11.48). Lastly, Respondent H answered, “*Biasanya aku kayak ngesave ngesave gitu.*” [Usually I save the posts] (Respondent H, Interviewed on 6<sup>th</sup> December 2022 at 16.37).

In contrast, the few of the respondents stated that they follow the Instagram business page rather than saving posts. Respondent B revealed, “*...pengen liat terus kalau ternyata bagus, kita bakal follow.*” [...want to see if it turns out good, I will follow the account]. (Respondent B, Interviewed on 23rd October 2022 at 15.29) Agreed with Respondent B’s statement, Respondent J stated, “*Iya, kalau*

*saya suka sama shop itu dari segi konten dan yang dia jual itu pasti saya follow*”  
[Yes, for example, I like the shop content and what it sells, I will definitely follow the shop] (Respondent J, Interviewed on 5th December 2022 at 12.37).

On the other hand, the rest of the respondents stated that they prefer sharing Instagram posts through Instagram Direct Message. Respondent D uttered her statement “*Aku emang sering sharing tentang shop atau brand yang aku suka lewat DM.*” [I usually share my opinion on shops or brands I like through DM] (Respondent D, Interviewed on 5<sup>th</sup> December 2022 at 12.37). Also, respondent G stated, “*...Biasanya aku share ke teman sih.*” [... Usually I share it with friends anyway] (Respondent G, Interviewed on 6<sup>th</sup> December 2022 at 16.18).

From their statements, it is implied that Instagram features supports their users to recall the information in a more convenient way, which “saves” feature is used the most by the respondents. The saved content in this form is personal to the user, it is not displayed to the public. On top of that, Instagram features enable customers shopping online easily by helping users to acquire detailed information. This supports the statements of Algi & Irwansyah (2018) that mentioned a business must provide a detailed information of their profile and goods. Another study about how Instagram is changing the way marketing works by Vinaika & Manik (2017) found the following:

Instagram has been utilized as an application that has distinguished itself from other social media platforms by constantly developing. As a result,

it now offers a superior visual platform and practical features to provide informational contents for their users.

#### **4.2.2 Instagram business features assist business owners to keep their businesses on top**

First and foremost, more saves, likes, follows, and visits on business pages contribute toward post engagement overall (Huey Lim et al., 2014). Additionally, people that frequently bookmark, like, follow, and visit the business are more likely to see them more frequently, which will expose them to more of the content and improve conversion. Most of the respondents stated that they usually click the Instagram page right away after seeing the advertisements.

Respondent A stated, “... *Abis itu muncul aja di IG ads, terus ternyata sesuai sama kebutuhan saya, ya saya klik.*” [... It just appears in IG ads, then it turns out that it suits my needs, then I click the account] (Respondent A, Interviewed on 23<sup>rd</sup> October 2022 at 17.14). Respondent B stated, “*Karena kan kalau post nya udah lewat berkali kali, terus kayak kelihatan itu barangnya kaya gimana, jadi lebih ada gambaran, biasanya saya visit shopnya.*” [If the post has popped up many times, and it shows what is the item, therefore, I have a better picture on my mind about the item] (Respondent B, Interviewed on 23<sup>rd</sup> October 2022 at 15.29).

Respondent C added, “*Kalau misalnya menarik ya saya masuk ke halamannya.*” [If it's interesting, yes, I go directly to the page] (Respondent C, Interviewed on 29<sup>th</sup> October 2022 at 14.33). Furthermore, respondent D stated, “*Jadi kalau emang kamu nge-ad lewat Instagram ya pasti itu membantu banget*

*dan biasane banyak orang yang ngeklik dari ads kan.*” [If you use Instagram advertisement, of course it helps so much and usually many people click through ads, right?] (Respondent D, Interviewed on 5th December 2022 at 12.37). Then, respondent F stated, “*...sering nemu barang barang bagus juga lewat story, jadi saya langsung klik.*” [I often find good products through story, so I click right away] (Respondent F, Interviewed on 5th December 2022 at 12.43). Respondent G stated her experience “*.. lewat ads, biasanya bisa mengunjungi page nya langsung kan.*” [.. Through ads, usually it can redirect to the business page] (Respondent G, Interviewed on 6th December 2022 at 16.18).

In accordance with the statements above, respondent H stated, “*Terus karena adsnya terus saya tertarik melihat terus kayak bisa di klik langsung ke Instagramnya gitu lo,*” [Then because of the ads makes me interested, like, it can be clicked directly to the Instagram page] (Respondent H, Interviewed on 6<sup>th</sup> December 2022 at 16.37).

On the contrary, the rest of the others stated that they don't immediately click the account, but still consider that Instagram Advertisements are useful to assist them shopping online. This is Respondent E revealed, “*Jadi menurutku membantu sih. Tergantung sih, kalau ga sesuai ya di scroll.*” [So, I think it helps anyway. It depends, if it doesn't suits my needs, I will definitely scroll past the advertisement.] (Respondent E, Interviewed on 27<sup>th</sup> November 2022 at 15.09).

Moreover, respondent I stated, “*...Lumayan bisa cari referensi baru, tapi kadang ada yang menurutku ga sesuai sama aku, ya aku lewati.*” [...It's pretty

good to be able to find new references, but sometimes there are things that I don't think will suit me, so I skip the advertisement.] (Respondent I, Interviewed on 6th December 2022 at 11.48). Agreed with that, respondent J explained, “*Iya, tapi tergantung referensi apa dulu, kalau ga sesuai aku biasanya skip aja.*” [Yes, but it depends on what the reference is, if it doesn't suit me, I usually just skip it.] (Respondent J, Interviewed on 5th December 2022 at 12.37).

Most of the respondents stated that they usually click the Instagram page right away after seeing the advertisements meaning more users will see posts that obtain more saves, likes, follows, and visits resulting in a higher engagement and wider audience since they are ranked higher in the Instagram algorithm. The features above help contents reach a wider audience and help people remember the business. Further, the more frequent a content pops up (receiving likes, follows, saves, and visits), the more engagement is obtained by the business. It must be kept in mind that the content of the advertisement has to be related to the users to acquire a higher engagement and wider audience. It is inferred that Instagram features support business owners to develop their engagement and businesses. This results matches with the study of the effects of Instagram Advertising on brand awareness, ad intrusiveness, brand attitude and purchase intention (de Jong, 2018) that implies Instagram keeps developing space for business to advertise. Moreover, this results conform to study on a non-profit's guide to modern social media marketing (Dennis, 2014) which revealed the following:

Leaving comments and likes on posts can increase the amount of customers' feedback on the business. Being mindful of the comments and likes would help to improve the relationship with customers since followers are frequently curious to watch how the business and customers communicate.

On the contrary, the rest of the respondents who usually don't click immediately after they see the advertisements is determined by the relevance of Instagram advertisements content. Though, they still consider that Instagram assist the to shop online.

### **4.3 The use of Instagram Advertisement on purchase intention**

Customer trust is an indicator which influences their purchase intentions (Saragih & Sinay, 2015). Furthermore, trust was thought to be an aspect that affects the process of purchasing in marketplace business. The interaction is indirect during implementation. As a result, in-depth details about the businesses and their products must be presented to persuade customers to purchase.

#### **4.3.1 Instagram advertisement assists their users to find the business page at a particular shop in Semarang**

Instagram supports business to reach a wider audience. Constantly, Instagram Advertisements helps users to find business page. For example, users can click on the link in the story, which redirects them to the business page. Even the "shop now" button has been used to make apparent the intentions of businesses. Instagram advertisement helps customers to find relevant business

page according to the customers' preference (Algi & Irwansyah, 2018). Businesses on Instagram don't always appear on the recommendations or search engine according to the Instagram algorithm.

In the interviews, all respondents stated that they are not familiar to X Shop on Instagram. Firstly, Respondent A stated, "*Ndak tau.*" [I don't know] (Respondent A, Interviewed on 23<sup>rd</sup> October 2022 at 17.14). Respondent B added, "*Belum tau sih.*" (Respondent B, Interviewed on 23<sup>rd</sup> October 2022 at 15.29). [I don't know it yet] Respondent C stated, "*Enggak, belum pernah lihat.*" [No, I haven't seen it before] (Respondent C, Interviewed on 29<sup>th</sup> October 2022 at 14.33). Furthermore, respondent D stated, "*Nggak pernah.*" [No, never] (Respondent D, Interviewed on 5<sup>th</sup> December 2022 at 12.37). Respondent E said, "*Belum.*" [Not yet] (Respondent E, Interviewed on 27<sup>th</sup> November 2022 at 15.09). Then, respondent F added, "*X shop ya? sebelumnya sih saya pun belum pernah tau sih kak.*" [X shop huh? I didn't even know it before sis.] (Respondent F, Interviewed on 5<sup>th</sup> December 2022 at 12.43). Respondent G responded, "*Belum sih, belum pernah.*" [Not yet, never] (Respondent G, Interviewed on 6<sup>th</sup> December 2022 at 16.18). Respondent H added, "*Oh belum tau ya.*" [I don't know it yet] (Respondent H, Interviewed on 6<sup>th</sup> December 2022 at 16.37). Moreover, respondent I stated, "*Belum pernah sih, kak.*" [No, not yet, sis] (Respondent I, Interviewed on 6<sup>th</sup> December 2022 at 11.48). And lastly, respondent J stated, "*Belum.*" [Not yet] (Respondent J, Interviewed on 5<sup>th</sup> December 2022 at 12.37).

Then the interviewer asked them whether it is helpful or not if a particular advertisement of X Shop pops up on their accounts. The respondents all stated that Instagram Advertisements assist them to find X Shop business account.

First of all, respondent A stated, *“Soalnya kan kalau misal awal kan nggak tahu ya ada olshop itu, tapi kadang tuh kayak muncul gitu.”* [For example, at first, I don't know that the shop exists, but sometimes it pops up on the IG ads story] (Respondent A, Interviewed on 23<sup>rd</sup> October 2022 at 17.14). Respondent B explained, *“Iya sih banget.”* (Respondent B, Interviewed on 23<sup>rd</sup> October 2022 at 15.29). [Yes, it's very helpful]. Then respondent C stated, *“Ya karena kan kalo nggak dari Instagram ads saya tau dari mana lagi.”* [Yes, because if it's not from Instagram ads, where do I know?] (Respondent C, Interviewed on 29<sup>th</sup> October 2022 at 14.33). Respondent D added, *“Iya itu cukup membantu sih.”* [Yes, it's quite helpful]. (Respondent D, Interviewed on 5<sup>th</sup> December 2022 at 12.37). Respondent E explained, *“Kalau Instagram ads itu menurut saya sangat membantu ya, jadi dari orang yang gak tau tentang olshop olshop mu jadi tahu olshop mu itu jual jual apa aja.”* [In my opinion, Instagram ads are very helpful, initially people who don't know about your business will know what your business sells] (Respondent E, Interviewed on 27<sup>th</sup> November 2022 at 15.09). Respondent F uttered her opinion, *“... menurut saya sih berguna sih Instagram Advertisement.”* [I think Instagram advertisement is helpful] (Respondent F, Interviewed on 5<sup>th</sup> December 2022 at 12.43). Respondent G stated, *“Misalkan belum tahu, shop nya jadi tahu gitu.”* [For example, if I don't



know the shop at first, I may be able to know the shop] (Respondent G, Interviewed on 6th December 2022 at 16.18).

In accordance with respondent G's statement, respondent H explained, *"Kan sebelumnya misal saya tidak tahu tentang sebuah online shop. Terus karena adsnya di feeds terus saya tertarik melihat terus kayak bisa di klik langsung ke instagramnya gitu lo, terus kayak jadi tau, online shop ini."* [For example, I did not know about an online shop. Then because the ads are in the feeds, I'm interested to see, and it's like I can click directly to the Instagram, you know, it helps me to know about the shop] (Respondent H, Interviewed on 6th December 2022 at 16.37). Respondent I answered, *"Iya kak bantu banget."* [Yes, it's very helpful, sis] (Respondent I, Interviewed on 6th December 2022 at 11.48). Lastly respondent J stated, *"Bisa sih, itu berpengaruh juga sih."* [Perhaps that has an effect, too] (Respondent J, Interviewed on 5<sup>th</sup> December 2022 at 12.37).

All of the respondents stated that they are not familiar to a particular business in Semarang. Then the respondents all answered that Instagram Advertisement is convenient for them to find particular Instagram business page. It is concluded that Instagram Advertisements assists the customers to find businesses that they may not be familiar with. They appear with sort of new recommendations for their users. This results conforms the study on consumer trust and intention to buy in Indonesia by Algi & Irwansyah (2018) stated the following:

Recommendation is intended to be used as research material by potential customers of Instagram business before they make a purchase when shopping online. With that being said, recommendation that pops up on screen gives customers a better picture about a business in their mind which develops purchase intention.

#### **4.3.2 Instagram advertisement helps business to gain customers' trust**

According to Algi & Irwansyah (2018), trust can influence the consumer's decisions to perform a transaction. In the context of buying and selling transactions, trust means feeling of the consumer while using certain services and products. Most of the respondents stated that they would make a purchase only if they are familiar to the business. Furthermore, comprehensive information (pictures, videos, and captions) about the businesses and their products must be provided to gain the customers' trust of a particular business.

Respondent A stated, *“Iya, soalnya kalau misalkan dari foto foto feedsnya itu sudah kayak menarik dan lengkap, pastinya kita lebih merasa interested untuk membeli ya sebagai customer. Tapi kalo misalkan feeds nya kurang bagus ya kayak jadi nggak meyakinkan gitu.”* [Yes, for example if the photos of the feeds look interesting and detailed, of course we feel more interested in purchasing as a customer. But if the feeds aren't good enough, it's like it won't be that convincing.] (Respondent A, Interviewed on 23<sup>rd</sup> October 2022 at 17.14).

Respondent B explained, *“Karena kan kalau post nya udah lewat berkali kali, biasanya saya visit shopnya. trus berarti udah banyak yang nge review*

*juga, terus kayak kelihatan itu barangnya kaya gimana kalau dicoba kayak gimana gitu. Jadi, membuat pasti sih.*” [Because if the post has popped up many times, I usually visit the shop. If it has a lot of reviews, try-ons pictures, it makes the shop trusted] (Respondent B, Interviewed on 23<sup>rd</sup> October 2022 at 15.29).

Furthermore, respondent D stated, *“Iya dong, karena kan kalau misalkan kita familiar sama suatu shop yang of course itu ngebangun trust kita terhadap shop itu”* [Yes, because if for example we are familiar to a shop that of course builds our trust towards that shop] (Respondent D, Interviewed on 5<sup>th</sup> December 2022 at 12.37).

Respondent E uttered her opinion, *“Iya pengaruh banget. Karena saat sebuah shop bikin iklan yang niat, iklan yang maksudnya menunjukkan produknya dengan baik, menurutku itu membangun trust juga ke customer. Jadi terlihat olshopnya nggak asal asalan gitu. Jadi pembeli itu menjadi lebih percaya dan tertarik.”* [It's very influential. Because when a shop makes an advertisement that intends to show its product well, in my opinion it also builds customers' trust. So it looks like the shop is trustworthy. So the buyer becomes more trusted and interested] (Respondent E, Interviewed on 27<sup>th</sup> November 2022 at 15.09).

Also Respondent F added *“Menurut saya pribadi sangat berpengaruh sih. Apalagi bikin konten konten gitu, terus keaktifan instagram clothing line nya juga pasti berpengaruh sih kayak mereka sering update dan lain lain. Jadi lebih tertarik gitu lho.”* [I personally think it really has an influence. Moreover, making content, and posting actively on Instagram makes the business reach a

wider audience so that people become more interested] (Respondent F, Interviewed on 5th December 2022 at 12.43). Agreed with that statement above, respondent G explained, *“Ya, betul-betul. Ini juga bisa jadi membangun kepercayaan customer ya, building trust.”* [Yes, I did. This can also build trust, customers, yes, building trust] (Respondent G, Interviewed on 6th December 2022 at 16.18). Then respondent H stated, *“Iya harus tahu dulu kontennya. Biar kita lebih percaya aja sih.”* [I must know the content first to gain my trust towards the shop] (Respondent H, Interviewed on 6th December 2022 at 16.37). Respondent I answered, *“Tentunya iya kak” “... jadi kalo misalnya kamu nggak tau detail produknya kayak gimana, kadang kan ada online shop, yang nggak nunjukin detail bahannya kayak gimana. Jadi pas mau beli itu kayak ragu gitu loh.”* [Of course, yes sis] [... so if for example you don't know the details of the product, sometimes there are online shops, which don't show you the details of the materials. So when I wanted to buy it, I felt hesitant] (Respondent I, Interviewed on 6th December 2022 at 11.48). Lastly respondent J responded, *“... karena customer pasti kan lihat dari kontennya juga.”* [The customer will definitely analyse from the content too] (Respondent J, Interviewed on 5<sup>th</sup> December 2022 at 12.37).

This results conform to the statements of Algi & Irwansyah (2018) on their study about consumer trust and intention to buy in Indonesia which found:

Potential customers send a direct message on the picture of the goods or services to get in touch with the business directly. Consequently, photos,

videos, and captions are aspects that develops customers' trust which direct them to purchase goods or services of a business.

Also, study about consumer purchase decision in Instagram stores by Che et al. (2017) stated that customers' trust in Instagram business is believed to be determined by the credibility of the business, their trustworthiness, and the external environment. As a result, trust influences customers' purchase intention. Further, a study on trustworthiness perception and decision to conduct transactions through e-commerce websites in Indonesia by Saragih & Sinay (2015) mentioned that customers' trust is a significant factor that determines purchasing.

On the other hand, a study about effect of product quality, customer satisfaction, trust, and brand image on repurchase intention implied that trust is also shaped by previous interactions and past experiences with the business (Mandili et al., 2022). The theory mentioned conforms to the rest of the respondents mentioned that good service is what the most important aspect in building customer's trust.

Respondent C supported that statement above by saying "*Saya itu tipenya, kalau misalnya udah beli di satu toko cocok bahannya, harganya, terus adminnya juga baik gitu ya saya beli disitu, trus saya gak ganti ganti.*" [If I like the materials or a shop has good service, I usually make purchase only in one shop] (Respondent C, Interviewed on 29th October 2022 at 14.33).

### 4.3.3 Instagram advertisement boosts customers purchase intention at a particular shop in Semarang

A crucial component of online shopping is trust since it enables customers to decrease risk and uncertainty (Algi & Irwansyah, 2018). Customers will make purchases, easily recommend the business to others, and connect with other users as their trust in Instagram business grows. The majority of the respondents revealed that they usually analysing the contents of a business aesthetically.

Respondent F said, *“Soalnya jujur ya, saya sendiri memang sosial media yang paling pertama Instagram. Saya pasti sering banget buka Instagram, terus biasanya kan kalo Instagram Advertisements sering lewat di story ataupun di feeds kan, menurut saya berpengaruh sih, soalnya saya juga sering banget beli dari clothing line dari instagram ads sih kak. Apalagi menurut saya X Shop sudah bagus sih feedsnya, jadi suatu saat bisa deh beli.”* [To be honest, Instagram is social media that I use the most. I definitely scroll on Instagram very often, and usually Instagram Advertisements often pops up in stories or in feeds, right? I think it has an impact, because I also often buy clothes from the clothing line from Instagram ads, Sis. Moreover, I think X Shop has good feeds, so one day I might buy one] (Respondent F, Interviewed on 5<sup>th</sup> December 2022 at 12.43). Then respondent G added, *“... dan kontennya bagus, meyakinkan”* [... and if the content is good and convincing] (Respondent G, Interviewed on 6<sup>th</sup> December 2022 at 16.18). Furthermore, respondent A added, *“...Tapi kalo misalkan feeds nya kurang bagus [ya kayak jadi nggak meyakinkan gitu.”* [But

if for example the feeds aren't aesthetic enough, I don't think that's convincing] (Respondent A, Interviewed on 23<sup>rd</sup> October 2022 at 17.14). It is implied from the statement that Instagram Advertisements with convincing contents (photos and videos) and the frequency of ads popping up on their Instagram influence customers purchase intention.

Respondent J agreed with that statement by adding “*Memengaruhi sekali sih. Karena apa ya? Kalau dari awal iklannya sudah menarik bagus gitu pasti kita jadi kepo gitu loh sama IG nya itu, jadi kita pengen ya pengen menggali lagi dan siapa tau cocok sih dibeli gitu. Kebetulan X Shop ini relevan sama style saya sih, saya suka model yang kayak gini sih. Suatu saat saya bakal purchase.*” [It really matters. If the advertisement looks interesting, I want to know more about the Instagram business page, who knows it suits me and I can buy it. In my opinion, X Shop clothes are relevant to my style, I like the style. One day I will definitely purchase] (Respondent J, Interviewed on 5<sup>th</sup> December 2022 at 12.37). The contents that made users interested also shapes the familiarity of customers towards a business which leads to develop their purchase intention. Furthermore, Respondent D added, “*Iya dong, karena kan kalau misalkan kita familiar sama suatu shop yang of course itu ngebangun trust kita terhadap shop itu dan nantinya juga ngarahnya pasti ke purchasing, jadi iya.*” [Yes, for example we are familiar to a business, of course, it builds our trust of the shop and later also leads us to purchase, so yes] (Respondent D, Interviewed on 5<sup>th</sup> December 2022 at 12.37). Respondent B said, “*Terus barang barangnya itu juga mostly yang yang diiklanin itu bagus gitu.*” [Then most of the products advertised are good]

(Respondent B, Interviewed on 23<sup>rd</sup> October 2022 at 15.29). (Respondent B, Interviewed on 23<sup>rd</sup> October 2022 at 15.29). Respondent E explained her thoughts, “... *Saat sebuah shop bikin iklan yang niat, iklan yang maksudnya menunjukkan produknya dengan baik, ... Jadi pembeli itu menjadi lebih percaya dan tertarik.*” [When a shop makes an advertisement with an advertisement with the intention of showing its product well, ... So the buyer becomes more trusting and interested] (Respondent E, Interviewed on 27<sup>th</sup> November 2022 at 15.09).

Most of the respondents look for any relevant information about the products or services they plan to receive before making a purchase. They collect information on their preferred shops in the same category, and then they analyse each business contents according to their preferences aesthetically. This results conform to the statements of Algi & Irwansyah (2018) on their study about consumer trust and intention to buy in Indonesia. They found that prospective customers send a direct message on the picture of the goods or services to get in touch with the business directly.

Respondent C mentioned her thoughts, “...*Beberapa clothing line, sekarang mereka jualnya overprice. Terus yang di X Shop ini dengan model kayak itu yang hampir hampir sama, harganya jauh banget.*” [Some clothing lines are selling overpriced items. But X Shop has similar items with a more affordable price] (Respondent C, Interviewed on 29<sup>th</sup> October 2022 at 14.33). But they revealed that X Shop price range is still affordable for Semarang area which starts from IDR 100.000,- to IDR 200.000,-. Respondent H stated, “*Iya kak*



*affordable, itu cukup terjangkau sih, soalnya ada yang jualnya tuh kayak dimahal-mahalin gitu sampe 300 ribu, menurut aku untuk satu baju atau satu set itu tiga ratus atau empat ratus menurut aku kurang worth it*” [Yes, sis, it's affordable, it's quite affordable, because some sell it like it's expensive, up to 300 thousand, in my opinion, for one dress or one set, three hundred or four hundred, in my opinion, it's not worth it] (Respondent H, Interviewed on 6th December 2022 at 16.37). Lastly, respondent I stated, *“Saya bakal ada niat membelinya kalau misalkan itu harga terjangkau dan emang sesuai sama style saya. ”* [I will have the intention to buy it if for example it is affordable and fits my style]. (Respondent I, Interviewed on 6th December 2022 at 11.48).

Meanwhile, the rest of the respondents stated that price is an aspect that determining their purchase intention. This response is on contrary with the statements in the study on consumer's perception of Instagram Advertisements (Dongre, 2020) revealed:

Pricing factors were of minimal importance and had little relevance on consumers' opinions of Instagram Advertisements. It is concluded that frequency and the aesthetic of the contents that pop up on Instagram has more influence on developing customers purchase intention than price range of the products.