

# THE INFLUENCE OF PROMOTION THROUGH INSTAGRAM ON PURCHASING DECISIONS FOR PROCESSED FISH PRODUCTS AT DAKON FROZEN FOOD SLEMAN, YOGYAKARTA

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## ABSTRACT

Promotion is important in marketing activities, especially in increasing traffic, known as online promotion. Along with the development of increasingly sophisticated technology, the internet is no stranger to marketing a product. An effort to sell a product or service using Internet media can also be called e-marketing. This study aimed to know the effect of promotion through instagram on purchasing decisions for processed fish products at Dakon Frozen Food Sleman, Yogyakarta. The quantitative data of this study are questionnaires distributed to consumers of Dakon Frozen Food Yogyakarta. The sample used in this study were instagram users, with a sample size of 40. The data sources used are primary data and secondary data. The data collection technique used was distributing questionnaires. The data analysis techniques researchers use are simple linear regression, validity test, reliability test, normality test, linearity test, simple linear regression test, correlation coefficient test, determination coefficient test, and hypothesis testing. The results showed that the simple regression analysis equation obtained was  $Y = 11.242 + 0.756X + e$ . Instagram promotion (X) significantly influences the purchasing decision variable (Y), with a coefficient of 11.242. In testing the hypothesis using the t-test, the t-count value of the Instagram promotion variable is  $11.242 >$  from the table, which is 2.026 and a significant value of  $0.000 < 0.05$ . This means that H1 is accepted, namely: There is an influence of Instagram promotion on purchasing decisions for processed fish products at Dakon Frozen Food Sleman, Yogyakarta

**Keywords:** Instagram, Promotion, Purchase decision

## INTRODUCTION

Along with the development of increasingly sophisticated technology, the internet is now familiar to market a product. An effort to sell a product or service using Internet media can also be called e-marketing. E-marketing is the marketing side of e-commerce, which consists of a company's work to communicate something, promote, and sell goods and services via the Internet. Indonesia, as we know, is a developing country. This can be

seen in this era of globalization, where the business world has entered very tight competition. This competition arises along with the development of technology that continues to be increasingly sophisticated, encouraging various kinds of system changes in the world, both directly and indirectly. In the business world, systems change, such as systems in trade and marketing, and ways of transacting and delivering information will change (Rasyid et al., 2018).

The COVID-19 pandemic has had a significant negative impact on the global, national, and local economies. In Yogyakarta, the COVID-19 Pandemic resulted in a decrease in economic growth from an average of 5.47% in the period 2010 - 2019 to 2.69% the decline was caused by a reduction in the income of Yogyakarta Micro-, Small, and Medium-sized Enterprises (MSMEs) which reached 80%, because more than 59% of MSMEs had difficulty marketing products during the Covid-19 pandemic which resulted in employee termination. A quick effort is needed to revive the economy through MSMEs as a sector that contributes significantly to labor absorption and the Indonesian economy. One of the efforts that can be made is through marketing digitalization (Setyanta, 2022). These things make processed fish products sold at Dakon Frozen Food the right processed products to conduct research in order to find out the influence of promotion through Instagram and social media on purchasing decisions for processed fish products.

### **Theoretical Foundation**

#### *Fish*

Fish is a highly migratory species that requires knowledge and must refer to regional fisheries management arrangements, Regional Fisheries Management Organization (RFMO). Fish catches obtained from industrial fisheries

are generally marketed as export commodities in the form of fresh, frozen, or canned fish. (Wiadnyana et al., 2010)

#### *Instagram Promotion*

Promotional activities play an important role in marketing activities, especially in increasing traffic (Munawaroh, 2023). Instagram can also display photos instantly, like a Polaroid look. Social media is an online media where users can easily interact and share with people around the world. Social media is content that contains information created by people who utilize publishing technology, which is very accessible and intended to facilitate communication, influence, and interaction with others and with the general public (Mahyus et al., 2022).

#### *Purchasing Decision*

A purchasing decision is a decision-making process for a purchase, which includes determining what to buy or not to make a purchase, and this decision is obtained from previous activities. A purchasing decision is a final decision in which a consumer must buy a good or service with various considerations (Nuraisyah, 2023).

## **MATERIAL AND METHOD**

### **Research Design**

This research is a study using quantitative research methods. It is called quantitative

because the data collected in this study can be analyzed using statistical analysis. Quantitative research usually uses an explanatory design, where explanatory research aims to test the relationship between hypothesized variables. In this type of research, there is a hypothesis to be tested. The hypothesis describes the relationship between two or more variables to determine whether a variable is associated with another variable or whether or not a variable is caused/affected by another variable (Mulyadi, 2011).

**Research Procedure**

Research procedures are steps used to collect data and answer research questions. In this research procedure, the author discusses data collection methods and techniques, population and research samples, preparation of data collection tools, data collection steps, and data processing procedures as follows:

1. Determine the information to be collected
2. Setting the period

3. Determine data collection methods
4. Conduct data collection and end with data analysis. Steps to collect data by questionnaire:
  - (a) Develop a questionnaire grid.
  - (b) Formulate the questions and the desired form of answers.
  - (c) Create guidelines or instructions on how to answer questions to make it easier for respondents to answer,
  - (d) Distribute questionnaires to research samples

**RESULTS AND DISCUSSION**

**Characteristics of Respondents Based on Gender**

Based on Table 1 the questionnaires collected amounted to 40 respondents. Respondents who are female are 32 people or 85 percent, while male respondents are eight people or 15 percent. This shows that Dakon Frozen Food Yogyakarta's processed fish products are in great demand by women.

**Table 1.** Characteristics of Respondents Based on Gender

No	Gender	Number of Respondents	Percentage (%)
1	Female	32	80%
2	Male	8	20%
<b>Total</b>		40	100%

*Source: Primary Data Processed, 2024*

Based on Table 1 the questionnaires collected amounted to 40 respondents. Respondents who are female are 32 people or 85 percent, while male respondents are eight

people or 15 percent. This shows that Dakon Frozen Food Yogyakarta's processed fish products are in great demand by women.

**Respondents Characteristics Based on Age**

Based on Table 2 shows that respondents aged 8-23 years were 21 people or 52.5%, respondents aged 24-30 were three people or 7.5%, respondents aged 31- 40 were 11 people

or 27.5%, and respondents aged > 40 people were five people or 12.5%. The results of the data processed above show that this study's respondents were 8-23 years old.

**Table 2.** Respondents Characteristics Based on Age

Age (Year)	Number of Respondents	Percentage (%)
23-Jan	21	52.50%
24 - 30	3	7.50%
31- 40	11	27.50%
> 40	5	12.50%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Research Instrument Test Validity Test**

The results of the validity test for two variables, namely the Instagram promotion

strategy (X) and purchasing decisions (Y), can be seen in Table 3.

**Table 3.** Validity Test Results

Variables	Grain	r- Count	r- table	Description
Instagram promotion strategy	X1	0.563	0.312	<b>Valid</b>
	X2	0.595	0.312	<b>Valid</b>
	X3	0.468	0.312	<b>Valid</b>
	X4	0.507	0.312	<b>Valid</b>
	X5	0.610	0.312	<b>Valid</b>
	X6	0.603	0.312	<b>Valid</b>
	X7	0.663	0.312	<b>Valid</b>
	X8	0.545	0.312	<b>Valid</b>
	X9	0.573	0.312	<b>Valid</b>
Purchasing decisions	Y1	0.618	0.312	<b>Valid</b>
	Y2	0.661	0.312	<b>Valid</b>
	Y3	0.774	0.312	<b>Valid</b>
	Y4	0.564	0.312	<b>Valid</b>
	Y5	0.678	0.312	<b>Valid</b>
	Y6	0.666	0.312	<b>Valid</b>
	Y7	0.738	0.312	<b>Valid</b>
	Y8	0.733	0.312	<b>Valid</b>
	Y9	0.587	0.312	<b>Valid</b>

The r-table value is obtained from the product moment table, with the number of respondents 40 consumers of Dakon frozen food processed fish products, a significant level of 5 percent, so the r-table is 0.312. Based on the decision-making on the validity test, it is known that if the r-count is greater than the r-table, the questionnaire items are declared valid.

### Reliable Test

- a. If the Cronbach's Alpha value  $> 0.60$ , the data is reliable.
- b. The data is unreliable if the Cronbach's Alpha value is  $< 0.60$ .

The Cronbach Alpha value for the Instagram promotion strategy variable (X) is 0.737. This shows that  $0.737 > 0.6$ . So, it can be concluded that each statement item on the Instagram promotion strategy variable (X) is reliable/consistent.

### Classical Assumption Test Normality Test

The normality test aims to test whether or not confounding or residual variables have a normal distribution in the regression model. Based on the normality test results, the significance value is 0.129. Because the significance value is more than 0.05 or 5 percent, it can be concluded that the residuals are normally distributed.

### Linearity Test

The linearity test is carried out to know whether the dependent variable (Y) and the independent variable have a linear relationship. Based on the data table above, it can be seen that the significance value in the deviation from linearity is 0.390 and more significant than 0.05. So, it can be interpreted that the Instagram promotion variables and purchasing decisions have a linear relationship.

### Simple Linear Regression Test

Regression analysis aims to predict changes in the dependent variable's value due to the independent variable's influence. Simple regression is used if there is only one independent variable and one dependent variable. From the simple linear regression equation in Table 4.9 above, it is explained as follows:

- a. The constant ( $\alpha$ ) value of 11,242 indicates that when the Instagram promotion strategy (X) is zero or does not increase, the purchase decision interest will remain at 11,242.
- b. The regression coefficient (b) of Instagram promotion is 0.756

It shows a unidirectional influence, meaning that increasing the Instagram promotion strategy by one unit will increase purchasing decisions by 0.756.

### Correlation Coefficient Test

The simple correlation coefficient is used to determine how strong the relationship between the independent and dependent variables is. The correlation coefficient test results in the summary model output of the simple regression analysis precisely in the R column are 0.723. Based on the decision-making guidelines on the correlation coefficient analysis, the R-value of 0.723 in this study is in the strong category.

### Determination Coefficient Test

This coefficient of determination measures how far the independent variables are in explaining the dependent variable. The coefficient of determination ( $R^2$ ) of 0.523, or equal to 52.3 percent, means that the Instagram promotion strategy can contribute to purchasing decisions by 52.3 percent, and the remaining 48.7 percent is influenced by other variables such as price, quality, service, product innovation, customer satisfaction which are not discussed in this research.

### Partial Test(t)

This t-test aims to see the effect of the independent variable on the dependent variable, partially or individually. Then, the T statistical test can be done with the provisions.

- a. If  $t\text{-count} < T_{\text{tabel}}$ , there is no substantial influence between the independent and dependent variables.
- b. If  $t\text{-count} > T_{\text{tabel}}$ , then there is a strong influence between the dependent variables.

Value the t-count value of the Instagram promotion variable is 11.242 > from the t-table, which is 2.026 and a significant value of 0.000 < 0.05. This means that H1 is accepted, namely: There is an influence of Instagram promotion on purchasing decisions for processed fish products at Dakon Frozen Food Yogyakarta. Thus, the hypothesis of this study, which reads "there is an influence between Instagram promotion and purchasing decisions for processed fish products at Dakon Frozen Food Yogyakarta," is accepted.

### CONCLUSION

Based on the data analysis research results, it can be concluded that Instagram promotion positively and significantly influences purchasing decisions for processed fish products at Dakon Frozen Food Yogyakarta. This is evidenced by the results of the hypothesis test using the t-test (partial), which shows the t count of 11,242 and t table of 1,685 ( $11,242 > 1,685$ ) and a significance of 0.000 ( $0.000 < 0.05$ ). The contribution of the influence given by social media promotion strategies on consumer purchasing decisions of Dakon Frozen Food Yogyakarta is 52.3%. In comparison, other

factors not examined in this study influence the remaining 48.7% of purchasing decisions. In addition, in the analysis of the questionnaires that have been distributed, it can be seen that the respondents agree that the information about the products disseminated by Dakon Frozen Food on social media contains an invitation to consume these products so that potential consumers will be more interested in deciding to make a purchase.

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