




## Analysis of the Influence of Instagram, Facebook and Google Maps Marketing on Consumer Buying Interest (Study on Liquid Caffe Kedungpring)

Ahmad Sholichin<sup>1</sup>, Muhamad Imam Syairozi<sup>2</sup>, Abid Muhtarom<sup>3</sup>

Master of Management Study Program, Postgraduate, Lamongan Islamic University

Email: [ahmadsholichin@unisla.ac.id](mailto:ahmadsholichin@unisla.ac.id), [imamsyairozi@unisla.ac.id](mailto:imamsyairozi@unisla.ac.id), [abid@unisla.ac.id](mailto:abid@unisla.ac.id)

Article Info	ABSTRACT
<p><b>Keywords:</b> Financial Analysis, Financial Reports, Profit Planning.</p>	<p>Liquid Caffe is one of the businesses in the food and beverage sector, which focuses on attracting consumers to buy products sold at Liquid Caffe Kedungpring. Therefore, this study was conducted to find out the marketing of Instagram, Facebook and Google Maps which affect consumer buying interest at Liquid Caffe Kedungpring. This study aims to determine the influence of Instagram, Facebook and Google Maps marketing on consumer buying interest both partially and simultaneously and the most dominant factor among the three variables that affect consumer buying interest. The population of this study is Liquid Caffe Kedungpring consumers, with a sample of 143 respondents. This study uses quantitative methods, including multiple linear regression analysis methods with the assistance of the SPSS program. From the results of the t-test of the Instagram marketing variable (X1), a significance value of <math>0.464 &gt; 0.05</math> was obtained, the Facebook marketing variable (X2) obtained a significance value of <math>0.187 &gt; 0.05</math> and the Google Maps marketing variable (X3) obtained a significance value of <math>0.126 &gt; 0.05</math>. Meanwhile, the R Square value is 0.35 which means that all variables (X1, X2 and X3) simultaneously affect buying interest (Y) by 35%. The results of the study show that Instagram, Facebook and Google Maps marketing do not have a partial effect on consumers' buying interest in Liquid Caffe, because most of the consumers who have buying interest in Liquid Caffe come from word of mouth. The marketing carried out through social media is only as a support, not the main marketing for now.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Widiarti Master of Management Study Program, Postgraduate, Lamongan Islamic University Jl. Veteran No. 53A, Lamongan, East Java, Indonesia <a href="mailto:widiarti@unisla.ac.id">widiarti@unisla.ac.id</a></p>

### INTRODUCTION

Information technology, especially the internet, greatly affects the world of marketing, even the use of the internet for marketing is considered a trend setter. The increasing use of the internet is directly proportional to its use in the marketing world, so it is said that online marketing is becoming popular in line with the increasingly popular use of the internet (Utami & Triyono, 2019:9).



Various kinds of products offered on Instagram social media such as fashion, electronics, to food and beverages. With so much offered on online social media, Instagram can cause consumer interest in buying to own the item. Based on the background of the problem stated above, the author chose this title as follows. "The Influence of Marketing Through Social Media on Consumer Buying Interest in Liquid Caffe Food and Beverage Products in Kedungpring".

## RESEARCH METHODS

This study uses a type of quantitative research. Where quantitative data is data obtained in the form of numbers. According to Sugiyono (2017:13) quantitative research is a method used in quantitative research based on the philosophy of positivism, which is used to research populations or samples in certain studies, sampling techniques are generally carried out randomly, data collection using research instruments, this analysis is quantitative/statistical used to test hypotheses that have been determined.

## RESULTS AND DISCUSSION

### Validity Test

Based on the results of the validity test in this study, all variables used in the form of a research questionnaire were declared valid. Each variable has several indicators, with the results of the validity test of all indicators declared valid. This is based on the correlation value between the calculation and the  $r_{table}$ , with the average result of the calculation value  $> 0.159 r_{table}$ .

### Reliability Test

In the reliability test, this study was declared reliable for all variables, because each variable had a large Alpha coefficient value above 0.6 so that the measurement of each variable was declared reliable. This means that the variables used in this study can be used twice to measure the same symptoms and the measurement results obtained are relatively consistent.

### Classic Assumption Test

#### a. Normality Test

The results of the normality test showed that the points were not far from the diagonal line. This means that the regression model is already distributed normally. This means that the results obtained from the normality test in this study can be useful to determine the data that has been collected, which is normally distributed or taken from normal populations.

#### b. Multicollinearity Test

The results of the multicollinearity test showed that the VIF value of all independent variables had a value of less than 10. This means that all variables used in this study do not show the presence of multicollinearity symptoms in the regression model. It can be seen that the regression model was found with a high correlation between the independent variables used in this study.

#### c. Heteroscedasticity Test

The heteroscedasticity test showed that in the scatterplot, the dots were scattered randomly and scattered both above and below the number 0 (zero) and the Y axis. It can be known that there is a discrepancy or difference in variant from one residual observation to another.

### Multiple Linear Regression Test

Multiple linear regression tests show that all variables have a positive direction in their influence on buying interest. This can be seen from the regression equation  $Y = 0.061 X_1 + 0.111 X_2 + 0.128 X_3$

### Uji Hypothesis

a. T test

Among the marketing variables of Instagram, Facebook and Google Maps that have the most dominant influence on consumer buying interest in Liquid Caffe Kedungpring is the Google Maps variable (X3) with a value of 0.126. Because the Google Maps variable has a smaller significance value than the Instagram (X1) and Facebook marketing (X2) variables, which are close to the value of 0.05 and have a larger t-value of 1.538 when compared to the Instagram and Facebook marketing variables.

b. Test F

The f-test in this study aims to find out whether variable X simultaneously affects variable Y. The results of this study are known to have a significance value for the influence of Instagram marketing (X1), Facebook marketing (X2) and Google Maps (X3) marketing simultaneously on Buying Interest (Y) is  $0.176 > 0.05$  and the value of F is calculated as  $1.670 > F$  table 2.67, so it can be concluded that H4 is rejected, which means that there is no simultaneous influence of X1, X2 and X3 on Y.

### CONCLUSION

The test results obtained a t-value for the Instagram marketing variable showed a t-value result = 0.735 with a significance value of  $0.464 > 0.05$ . So it can be concluded that H1, was rejected. The results of the study showed that Instagram marketing (X1) did not have a partial effect on consumer buying interest at Liquid Caffe Kedungpring. This is based on Ririn's statement as the owner of Liquid Caffe, that Instagram media is only a support and long-term for the business development process of Liquid Caffe Kedungpring in order to reach a wider market.

The test results obtained a t-value for the Facebook marketing variable showed a t-value result = 1.325 with a significance value of  $0.187 > 0.05$ . So it can be concluded that H2, is rejected. The results of the study showed that Facebook marketing (X2) did not have a partial effect on consumers' buying interest in Liquid Caffe Kedungpring. Just like Instagram marketing, it is based on Ririn's statement as the owner of Liquid Caffe, that marketing through Facebook is also only a support or in other words is not the main activity for marketing.



The test results obtained a t-value for the Google Maps marketing variable showed the result of  $t = 1.538$  with a significance value of  $0.126 > 0.05$ . So it can be concluded that H3, was rejected. The results of the study showed that Google Maps (X3) marketing did not have a partial effect on consumer buying interest in Liquid Caffe Kedungpring. Just like Instagram and Facebook marketing, according to Ririn as the owner of Liquid Caffe that marketing done on social media is only a support. However, unlike Google Maps, it is dedicated so that people can find the location of Liquid Caffe.

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