



## Effectiveness of social media marketing in increasing consumer purchase intention (case study in bakpia masaji kediri)

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### ABSTRACT

Social media is becoming an increasingly important platform in product marketing efforts. Instagram has become popular for marketing products because of its ability to attract consumer interest through attractive visual content. Many MSMEs use social media marketing to attract consumers. This study aims to see how effective social media marketing is in increasing consumer purchase intention. Trust, perceived expertise, interest compatibility, and opinion leadership influence consumer purchase intention on social media platforms. This study uses a descriptive qualitative method to collect data through observation. Bakpia Masaji Kediri is the informant of this study. The study shows that effective social media marketing can increase consumer purchase intention by building trust, maintaining a good brand image, providing interesting and relevant content, and utilizing the influence of influencers relevant to the product.

**Keywords:** Social Media Marketing, Purchase Intention, Marketing

**JEL Classification :** M31

### INTRODUCTION

The development of information technology has had a significant impact on various aspects of life, including communication, education, and business. These changes increase efficiency and productivity and open new opportunities for innovation and collaboration worldwide. This positive impact encourages individuals and organizations to adapt quickly to change, creating a more dynamic and connected environment. This transformation also demands new skills and a deeper understanding of technology, making it important for all parties to continue learning and innovating to compete in this digital era. These rapid changes also affect how we interact and build relationships, making global connectivity an integral part of everyday life. The development of technology at all levels has encouraged businesses to use digital platforms, especially social ones



because they are very important for reaching consumers and increasing their purchasing decisions and intentions (Alharafsheh et al., 2023).

Social media marketing has become one of the key strategies for companies to reach a wider range of consumers and build their brands effectively, leveraging digital platforms to interact directly with consumers. It has become a key strategy for companies to reach a wider range of consumers and build their brands effectively, leveraging digital platforms to interact directly with consumers. The importance of consumer behavior and happiness has recently increased for companies looking to establish a market position and increase profitability (Rao et al., 2021). Through social media, companies are rapidly shifting from traditional media with conventional one-way communication techniques to social media with interactive two-way communication, which achieves customer satisfaction. Social media marketing has significantly changed how marketers communicate with consumers and transformed marketing efforts. Active engagement on social media increases brand visibility and allows companies to get direct customer feedback, which is invaluable in product and service development. Thus, companies can adjust their strategies based on consumers' evolving needs and preferences.

Examining social media marketing's influence on Bakpia Masaji's purchasing interest is important because current consumption trends are increasingly shifting to the digital realm. Social media has become a primary tool in building brand awareness, attracting consumer attention, and influencing purchasing decisions through interactive and persuasive marketing strategies. By understanding the effectiveness of social media marketing, business actors can identify the best strategies to increase product appeal, build customer loyalty, and optimize promotional budgets. In addition, this study can also reveal specific factors that influence consumer purchasing interest in Bakpia Masaji, such as the most interesting types of content, the role of influencers, and customer interactions. The results of this study can provide valuable insights for businesses to develop more effective and data-driven marketing strategies to increase sales and product competitiveness in an increasingly competitive market.



## **LITERATURE REVIEW**

### **Media Sosial Marketing**

Social media marketing is an online interaction platform that allows people to exchange information and share knowledge, past experiences, and personal views through various blogs, social networks, and other content platforms (Alqurashi et al., 2023). Social media marketing helps with marketing communications because it allows companies to build connections and interact with customers at a low cost and around the clock. According to Hanaysha (2022), effective implementation and management of activities is the main goal and focus for various brands. In today's dynamic market, successful brands have realized the benefits of social media marketing in building sustainable consumer relationships and reaching more consumers. Thoyibie (2010) states that social media marketing is content that contains information created by people using technology and is highly accessible. Social media aims to help people communicate, impact, and interact with the general public. Social media marketing is a digital marketing strategy that utilizes social media platforms to build brand awareness, increase customer interaction, and drive sales conversions. According to Kotler and Keller (2016), social media marketing allows companies to engage directly with consumers through interesting and interactive content. Kaplan and Haenlein (2010) emphasized that social media creates a two-way communication space between businesses and consumers, which increases consumer loyalty. A study by Tuten and Solomon (2018) revealed that the effectiveness of social media marketing depends on content strategy, choosing the right platform, and analyzing user data to understand audience preferences. In addition, research by Chaffey and Smith (2022) shows that social media analytics can increase campaign effectiveness by adjusting marketing messages according to user trends and behavior. Thus, social media marketing optimizes market reach and improves long-term customer relationships.

### **Purchase Intention**

Alalwan (2018) examined how advertising features on social media platforms impact customers' propensity to engage in transactions. Purchase intention is a psychological drive that arises within consumers to purchase a product or service based on various factors, such as needs,



preferences, and brand perceptions. According to Schiffman and Kanuk (2010), purchase intention is a consumer's tendency to act before purchasing. Kotler and Keller (2016) also stated that internal factors, such as attitudes and motivations, and external factors, such as the social environment and marketing strategies, influence purchase intention. Another study by Ferdinand (2014) emphasized that purchase intention can be strengthened through positive experiences with a product and effective marketing communications. A study by Utami (2010) found that brand image, product quality, and promotion significantly influenced consumer purchase intention. Thus, understanding the factors influencing purchase intention is very important for companies in designing effective marketing strategies to attract potential customers. Purchase intention in the digital era is a key factor in consumer purchasing decisions, influenced by various aspects such as ease of access to information, customer reviews, and digital marketing strategies. According to Kotler and Keller (2016), purchase intention is a psychological stage before a purchase decision that is influenced by internal and external factors, including brand image and user experience. Research from Lim et al. (2020) shows that social media and e-commerce play a major role in shaping purchase intention, with online reviews and influencer recommendations being dominant factors. In addition, a study from Gefen et al. (2003) emphasized the importance of trust in online transactions, which significantly affects consumer purchase intentions.

## **METHODS**

This research method is qualitative and descriptive, where the researcher collects data through participant observation. Data were collected through semi-structured interviews and observations on Bakpia Masaji UMKM's social media marketing activities on Instagram. Bakpia Masaji uses the Instagram account @bakpiamasaji to share product information, receive orders, and interact with customers.



## **RESULTS**

Bakpia Masaji is one of the producers of bakpia that actively utilizes social media as a marketing strategy to increase consumer purchasing intention. Using platforms like Instagram, Bakpia Masaji consistently builds customer interactions through attractive visual content, such as high-quality product photos, videos of the bakpia-making process, and customer testimonials. In addition, they also implement digital marketing strategies, such as discount promotions, giveaways, and collaborations with culinary influencers, to increase the reach and appeal of the product. This activity helps increase brand awareness and builds customer loyalty by providing a more interactive and informative shopping experience. As a result, this social media-based marketing strategy has proven effective in attracting the attention of potential buyers and driving increased sales of Bakpia Masaji in an increasingly competitive market. Bakpia Masaji, as one of the increasingly well-known bakpia producers, needs to utilize Instagram as an effective marketing medium to reach more consumers. Instagram offers various visual features that allow Bakpia Masaji to display products attractively through high-quality photos and videos. By utilizing Instagram Stories, Reels, and interactive features such as polls or questions, Bakpia Masaji can increase interactions with customers and build brand loyalty. In addition, local influencers and content-based marketing strategies can help increase visibility and attract new buyers. In today's digital era, an active presence on Instagram not only increases brand awareness but can also have a direct impact on increasing sales and competitiveness of Bakpia Masaji in the culinary market.

Social media marketing is important in increasing consumer interest in Bakpia Masaji products. Through platforms like Instagram, Facebook, and TikTok, brands can build brand awareness, showcase product uniqueness, and interact directly with potential customers. Attractive visual content, such as mouth-watering photos of bakpia or videos of the manufacturing process, can increase the emotional appeal and drive purchasing decisions. In addition, customer reviews and testimonials published on social media provide more trust to potential buyers. Digital marketing strategies involving influencers or promotional programs, such as exclusive discounts for social media followers, can also increase purchasing interest by creating a sense of urgency and exclusivity. With the right approach, social media is a communication tool and an effective



means of increasing Bakpia Masaji sales conversions. Social media marketing has a significant relationship with consumer purchasing interest, as various theories and studies explain. According to Kotler and Keller (2016), social media marketing allows companies to build direct consumer interactions, increase engagement, and create a more personal brand experience. This aligns with the AIDA (Attention, Interest, Desire, Action) theory, where social media marketing helps attract attention, grow interest, build desire, and encourage purchasing action. In addition, research from Kim and Ko (2012) shows that effective social media marketing, such as interactive content and user reviews, increases consumer trust and strengthens purchase intentions. Another study by Hajli (2014) confirms that social media plays a role in building social commerce, where user recommendations and testimonials can influence purchasing decisions. Thus, well-managed social media marketing can increase purchase interest through interaction, trust, and positive user experiences.

The AIDA (Attention, Interest, Desire, Action) theory is a marketing model describing the stages consumers go through before purchasing. According to Kotler & Keller (2016), AIDA helps understand how a marketing message can attract attention (Attention), build interest (Interest), create desire (Desire), and encourage action (Action). Attention's first stage involves strategies to attract the audience's attention through attractive visuals or strong headlines. Next, Interest is created by presenting relevant information and building curiosity. At the Desire stage, potential consumers feel the need and desire for the product or service through the benefits offered. Finally, the action stage encourages the audience to act, such as purchasing or signing up for a service. This model remains relevant in modern marketing, including digital marketing, where consumer attention must be obtained quickly to convert prospects into customers successfully. Bakpia Masaji, in its marketing strategy in the digital era, can utilize the AIDA (Attention, Interest, Desire, Action) model through the Instagram platform to increase purchasing interest. First, to attract attention, Bakpia Masaji can utilize attractive visuals, such as high-quality photos or videos of mouth-watering products, and use creative captions and popular hashtags to reach a wider audience. Next, to generate Interest, more in-depth content, such as stories about raw materials,



the manufacturing process, or the uniqueness of bakpia, can be shared so that the audience feels interested in learning more. At the Desire stage, Bakpia Masaji can offer special promos and testimonials from satisfied customers or share interesting experiences about their products that create a desire to try. Finally, to encourage Action, they can include a direct purchase button or link in Instagram Stories or Bio, offer convenience in online purchases, and provide urgency with limited offers or free shipping. By implementing AIDA effectively, Bakpia Masaji can increase engagement and sales conversions on Instagram.

## **DISCUSSION**

Bakpia Masaji utilizes marketing on Instagram as one of the main strategies to increase product purchase intention. Social media, especially Instagram, has become one of the most effective marketing tools in the culinary business world. With over one billion monthly active users worldwide (Adekunle & Kajumba, 2021), Instagram offers a great opportunity for businesses to reach a wider audience. Bakpia Masaji makes excellent use of this platform to attract consumers' attention through visually appealing product photos and videos. According to research by Vermeir & Roose, (2020), appetizing visual content, such as photos or videos of food that illustrate product quality, can create strong emotional engagement with consumers. This aligns with the theory that visual influence in marketing food products can accelerate purchasing decision-making (Anetoh et al., 2020).

In addition, using Instagram features such as Stories, Reels, and paid advertising allows Bakpia Masaji to expand its marketing reach and create direct communication with consumers. Instagram Stories and Reels features allow companies to publish more engaging and dynamic content, which can increase product visibility among a larger audience (Noor & Zafar, 2024). Paid advertising on Instagram has also been shown to be an effective marketing method for increasing brand awareness and consumer purchase intention, as it allows for more precise targeting based on user demographics and interests. Bakpia Masaji includes attractive promos to increase product appeal and encourage faster purchasing decisions.





Active interaction with followers and quick responses to questions or comments are important in building customer loyalty, which can increase purchase intention. A study by Wang & Kim, (2017) consistent interaction between brands and consumers on social media can increase consumer perceptions of company value and strengthen long-term relationships. This is also in line with the findings by Rane et al., (2023), which showed that active engagement on social media through quick responses to consumer feedback can increase customer trust, which drives loyalty and repeat purchases. Bakpia Masaji, by quickly responding to comments or questions from its followers, has succeeded in creating a closer relationship with its consumers, improving customer experience, and driving their purchase intention.

In addition, customer testimonials or reviews shared on Instagram also serve as an important tool to increase consumer trust in the product. According to research by Oktadinna & Fauzan, (2024) Reviews from other consumers play an important role in purchasing decisions, as they provide social proof that strengthens the product's credibility. By displaying testimonials from satisfied customers on their Instagram accounts, Bakpia Masaji not only strengthens the brand's positive image but also reduces the concerns of potential buyers, which are often obstacles in the purchasing decision-making process.

Overall, Bakpia Masaji's marketing strategy on Instagram shows how social media platforms can effectively increase brand awareness and drive higher purchase intentions. Bakpia Masaji can build a stronger relationship with its audience and improve its business results through engaging visual content, interaction with consumers, and innovative Instagram features. Previous studies have shown that social media marketing, especially on Instagram, effectively reaches new audiences and increases consumer loyalty and trust, key factors in building ongoing purchase intentions.





## **CONCLUSION**

Bakpia Masaji has utilized Instagram as a marketing tool. By utilizing Instagram's visual features, such as high-quality photos and videos, Bakpia Masaji can display its products in an attractive and appetizing way. In addition, Bakpia Masaji has succeeded in reaching a wider audience through interesting captions and relevant hashtags. They also often interact with followers through comments and stories, strengthening consumer relationships and building a loyal community. By utilizing the Instagram Shopping feature, consumers can directly purchase products without leaving the application, simplifying the transaction process. These elements increase Bakpia Masaji's purchasing intention in a wider market.

## **LIMITATION**

Bakpia Masaji, despite actively using Instagram to promote its products, has several limitations in utilizing this platform to increase purchasing intention. One limitation is the reliance on visualizations that may not fully reflect the real quality of the product, considering that bakpia is a food product that often requires direct experience to assess taste and texture. In addition, Instagram focuses more on image and video content, which can limit the ability to provide in-depth information about raw materials or manufacturing processes, which may be more convincing to consumers looking for quality. An unstructured or inconsistent marketing strategy can also reduce the effectiveness of campaigns on Instagram. Finally, although Instagram has a wide audience, not all users of this platform may be interested in certain food products, so Bakpia Masaji must be more selective in determining the right target market so that the campaign is more effective in increasing purchasing intention.

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