



**International Journal of Education, Social Studies,  
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 4, Issue 2, June 2024

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, June, November**).

**Focus** : Education, Social, Economy, Management, And Culture.

**LINK** : <http://lppipublishing.com/index.php/ijessm>

**Effect of Instagram Ads on Consumer Purchase  
Interest in Skin Care**

**Rudianto<sup>1</sup>, Silvia Ekasari<sup>2</sup>, Beryansyah<sup>3</sup>, Purwanti<sup>4</sup>, Musran Munizu<sup>5</sup>**

<sup>1</sup>Universitas Andi Djemma, Indonesia

<sup>2</sup>STIE Manajemen Bisnis Indonesia, Indonesia

<sup>3</sup>Universitas Tangerang Raya, Indonesia

<sup>4</sup>Universitas Mulawarman, Indonesia

<sup>5</sup>Universitas Hasanuddin, Indonesia

**ABSTRACT**

The development of digital media has created innovative changes and opportunities in the field of marketing. If social media is used and used correctly, marketing through social media can clearly reduce marketing costs in the long run. A real example is Instagram advertising, which tends to be cheaper and more effective than other search engine advertising options. Advertisements can be defined as messages that offer a product aimed at the public through an information medium. This research aims to analyze effect of instagram ads on consumer purchase interest in skin care. This type of research is descriptive quantitative research. Population in this think about is the number of consumer purchase interest in skin care as Instagram users. Sample of tests for this consideration is 50 consumer purchase interest in skin care as Instagram users. The data analysis method used simple linear regression analysis. The results show that Instagram ads has significant effect on consumer purchase interest.

*Instagram Ads, Consumer Purchase Interest, Skin Care*

[10.52121/ijessm.v4i2.381](https://doi.org/10.52121/ijessm.v4i2.381)

[rudianto.unanda@gmail.com](mailto:rudianto.unanda@gmail.com)

**ARTICLE INFO**

*Article history:*

Received

27 May 2024

Revised

15 June 2024

Accepted

30 July 2024

**Keywords**

**Doi**

**Corresponding**

**Author** 

**INTRODUCTION**

With the rapid changes in technology and the way we think about the world, entrepreneurs need to improve and bring about changes in various marketing systems (Mariani et al., 2023; Pandiangan, 2024; Tambunan et al., 2024). Switching from traditional to digital marketing systems is one of the best and most effective decisions for businesses to promote their products and services.

Along with the increasingly advanced era, beauty is not only a necessity for the general public but also a prospective business prospect. The beauty business from year to year continues to increase and develop rapidly along with the times.

In the last 10 years, the beauty and personal care industry in Indonesia has grown by an average of 12% with a market value reaching 33 trillion and the beauty industry in Indonesia is predicted to experience the greatest increase compared to other countries. The growth of this beauty industry can encourage fierce competition between beauty salon business actors. Although it turns out that the development of beauty salons is very rapid, in decision making it turns out to be greatly influenced by purchasing interest because there is a positive and significant relationship between purchasing interest and purchasing decisions in consumers (Gultom et al., 2024).

Purchase interest is something that arises from a stimulus that comes from seeing a particular product, after which the desire to buy and own it arises (Kotler, 2013). One of the stages in decision making. Purchase interest refers to the respondent's tendency to act before a purchasing decision is made. Purchase interest itself can be identified into four indicators, the first is transactional interest which is a form of consumer interest which is expressed as a tendency to buy a product. Second, referential interest is a form of consumer behavior to refer products to others. The third is preferential interest, namely a form of consumer interest that makes a product of interest a prioritized product. And the fourth is exploratory interest, which is a form of consumer interest to explore the product to be purchased by looking for information about the product. Consumer purchasing interest can generally be influenced by information obtained through content from social media. In this modern era, everyone uses the Internet, coupled with the advancement of the Internet, accompanied by rapid technological developments, which support the economic revolution. It is no wonder that the technology that supports this makes everything easier and more practical. The most obvious business change is the type of communication that leads to the use of social media. The push from social media and the increasing number of devices that support digital media have led to the simultaneous growth of digital marketing.

The development of digital media has created innovative changes and opportunities in the field of marketing. If social media is used and used correctly, marketing through social media can clearly reduce marketing costs in the long run. A real example is Instagram advertising, which tends to be cheaper and more effective than other search engine advertising options. Advertisements can be defined as messages that offer a product aimed at the public through an information medium. The purpose of advertising is to provide information or motivate consumers to choose their products (Lupiyoadi, 2014). One of the media that has long been used to offer products is television. The presence of this television can provide information that is widely spread even to all corners of the

world. This makes it easy for people to get information quickly. In addition to television, social media is now easier to reach by all groups, one of the social media that we use is Instagram and TikTok. Facial cleanser advertisements generally explain how to use the product. The content of the product and the benefits of consumers after using the product such as brightening the face, cleaning dirt on the face and reducing excess oil production on the face.

This research aims to analyze effect of instagram ads on consumer purchase interest in skin care.

## **RESEARCH METHOD**

This type of research is descriptive quantitative research. Descriptive quantitative research inquires about that points to depict or portray the properties of a circumstance or protest of investigate that has been specified (Pandiangan et al., 2024). The comes about are at that point displayed within the shape of investigations carried out on expansive and little populaces, but the information examined is information from tests taken from that populace, so that relative, distributive occasions, and connections between factors, sociological and mental are found.

Population may be a generalization range comprising objects and subjects that have certain quantities and characteristics decided by analysts to be considered and after that drawn conclusions (Sihombing et al., 2024). Population is all objects that are planning to be considered. Population is constrained to a number of person subjects who have at slightest the same characteristics. Population in this think about is the number of consumer purchase interest in skin care as Instagram users. Sample is agent of the population. Sampel in this way is to decide the test inside the limits of a certain sum concurring to the requirements and ampleness of the examination (Pandiangan et al., 2023). Sample of tests for this consideration is 50 consumer purchase interest in skin care as Instagram users.

The data analysis method used simple linear regression analysis. Straightforward direct relapse examination may be a straight relationship between one autonomous variable (X) and the subordinate variable (Y) (Fransisco et al., 2024; Yoppy et al., 2023).

## **RESULT AND DISCUSSION**

### **Instagram**

In the digital era like today, digital marketing through social media is growing because consumers can easily find out information or buy the products they want directly. An important part of digital marketing is social media. Social

media is an internet-based media that can be used by the public or consumers to share various things, such as text, images, sound or audio, or video to others.

One of the social media that can be used as a medium to promote products is Instagram social media. Instagram is an internet-based service as well as a social network for sharing stories via digital images (Atmoko, 2012). Through Instagram, products or services are offered through advertisements on the Instagram feature, so that potential consumers can see the types of goods or services offered. Instagram ads are a form of service that allows its users to create advertisements on Instagram feeds and Instagram stories. Instagram ads use a targeting system that allows users to obtain specific user and targeting information, such as location, age, gender, hobbies, interests and others. Instagram ads provide several variations of various ad formats such as images, videos, carousells, and Instagram stories.

Instagram ads invite its users to increase engagement with invitation buttons such as follow, visit the user's website, or download the application on Instagram ads. Basically, there are 5 forms of advertising provided by Instagram, namely:

1. Story ads are ads that will appear between stories created from one user to the next user's stories. On Instagram stories ads we can choose the ad format in the form of images and videos.
2. Photo ads are Instagram ads, this one is an ad with image content only. This type of Instagram ads is the easiest type of ads and is often done by online business people. By uploading image content on Instagram ads.
3. Video ads advertise through Instagram ads by uploading video content to Instagram ads.
4. Carousel ads are one type of Instagramsds that have a slideshow-like appearance. With this carousel, advertisers can upload 3 to 5 images simultaneously in one ad. So, Instagram users can swipe the ad image further. There are two types of carousel ads, namely image carousel and video carousel.
5. Explore ads are a place for users to adventure, shop, and interact with people, businesses, and creators. This is where users go when they want to see photos and videos related to their interests and posted by accounts they may not follow.

### Simple Regression Analysis Results

Table 1.

#### Simple Regression Analysis Result

Variable	Sig.
Instagram Ads	0.049

The results show that Instagram ads has significant effect on consumer purchase interest. Marketing activities are the most important thing for every company. Therefore, every company must have a good marketing strategy. This is done so that the company can overcome every problem faced so that it can make the company successful. Marketing is an interesting, changing and dynamic business activity, therefore marketing can be said to be a factor that causes a company's success. By utilizing Instagram social media to promote products. Through Instagram, products or services are offered through advertisements on the Instagram feature, so that potential consumers can see the types of goods or services offered in order to influence interest in purchasing products. Instagram ads is a form of service that allows its users to create ads on Instagram feeds and Instagram stories. Instagram ads is a very powerful and effective feature if used properly for the promotional needs of every company's business.

## CONCLUSION

The results show that Instagram ads has significant effect on consumer purchase interest.

Based on the results of the study, the following suggestions are made:

### 1. Theoretical

This study is expected to increase insight for further researchers, where this study can be one of the references for further research in solving problems, especially those related to Instagram ads and consumer purchase interest. In addition, further researchers are expected to be able to develop this study by examining other factors related to purchase interest such as price and product quality.

### 2. Practical

Advertisements are able to provide clear information to consumers, so that consumers are able to be interested and influenced by the advertisements made. For that, it is necessary to filter the content on Instagram ads. Photos or product images provide product visualization and help buyers to know the product to be purchased. Not only by using photos but also with videos using interesting or viral audio so that the content to be posted on Instagram ads is more diverse.

## REFERENCES

- Atmoko, B., D. (2012). *Instagram Handbook*. Jakarta: Gramedia Pustaka Umum.
- Fransisco, F., Prasetyo, K., Surya, S., Hutahean, T. F., & Pandiangan, S. M. T. (2024). Faktor-Faktor Fundamental Terhadap Earning Per Share Pada

- Perusahaan Perbankan BUMN. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(3), 5837-5844.
- Gultom, J. A., Pandiangan, S. M. T., Silitonga, M., Sinurat, W., & Naibaho, R. (2024). PENGARUH PELATIHAN KERJA KARYAWAN TERHADAP PENINGKATAN KUALITAS PRODUK. *ATDS SAINTECH JOURNAL OF ENGINEERING*, 5(1), 14-18.
- Kotler, Philip. (2013). *Prinsip-prinsip Pemasaran*. Edisi ke-12. Penerbit Erlangga.
- Lupiyoadi, R. (2014). *Manajemen Pemasaran Jasa Berbasis Kompetensi*. Edisi ke-3. Jakarta: Salemba Empat.
- Mariani Alimuddin, S. E., Jana Sandra, S. E., Sarce Babra Awom, S. E., Pandiangan, S. M. T., Solehudin, M. M., Ahmad, S. E., ... & SE, M. (2023). *Pengantar Ekonomika*. Cendikia Mulia Mandiri.
- Pandiangan, S. M. T. (2024). Effect of Income and Expenditure on Foreign Visitors at Indonesian Commercial Tourist Attractions. *Journal of Social Responsibility, Tourism, and Hospitality (JSRTH)*, 4(2), 1-7.
- Pandiangan, S. M. T., Wau, L., Ariawan, A., Napu, F., & Nuryanto, U. W. (2023). The role of business education in the implementation of financial check list in financial management courses. *Edumaspul: Jurnal Pendidikan*, 7(1), 174-179.
- Pandiangan, S. M. T., Gultom, J. A., Ariani, D., Dharmawan, D., & Butar-Butar, R. S. (2023). Effect of Problem-Based Learning Model on Learning Outcomes in Microeconomic Course. *Edumaspul: Jurnal Pendidikan*, 7(2), 5572-5575.
- Pandiangan, S. M. T., Pattiasina, V., Mawadah, B., & Dharmawan, D. Suratminingsih.(2023). Effectiveness of Problem-Based Learning Model on Critical Thinking Ability in Financial Management Course. *Edumaspul. Jurnal Pendidikan*, 7(2), 5576-5580.
- Pandiangan, S. M. T., Tambunan, H. N., Gultom, J. A., & Hutahaeon, T. F. (2024). Analysis of Asset Management Ratio and Solvency Management Ratio. *Journal of Corporate Finance Management and Banking System (JCFMBS)*, 4(2), 25-36.
- Pandiangan, Saut Maruli Tua, Fachrurazi, Indajang, Kevin, Novita, Yulia, & Dharmawan, Donny. (2024). Increasing Learning Achievement through the Application of Inquiry Methods in Entrepreneurship Courses. *Edumaspul: Jurnal Pendidikan*, 8(1), 2471-2476.
- Pandiangan, S. M. T., Sintesa, N., MM, C. P., Tarmin Abdulghani, S. T., MT, C., Ayi Muhiban, S. E., ... & Ak, M. (2024). *PENGANTAR BISNIS DIGITAL*. Cendikia Mulia Mandiri.

- Pandiangan, Saut Maruli Tua, Lumbanraja, Penny Chariti, Lumbanraja, Pretty Luci, Gultom, Josua Alexander, & LC, Mohammad Anwar. (2024). Effect of Service Quality on Hotel Guest Loyalty with Hotel Guest Satisfaction as an Intervening Variable in Five-Star Hotel. *Journal of Social Responsibility, Tourism, and Hospitality (JSRTH)*, 4(3), 33-41.
- Sihombing, R. S. Z., Tutik, D. W., Nathalie, N., Hutahean, T. F., & Pandiangan, S. M. T. (2024). Analisis Rasio Likuiditas, Solvabilitas, Aktivitas, Pertumbuhan Dan Profitabilitas Terhadap Earning Per Share Terhadap PT. Bank BRI Tbk Pada Tahun 2018-2021. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(4), 8085-8093.
- Tambunan, H. N., Pandiangan, S. M. T., & Candra, S. Mei Veronika Sri Endang, & Hendarti, Ricca.(2024). Upaya Peningkatan Perekonomian dengan Memanfaatkan Potensi Ibu Rumah Tangga di Era Digital pada Kelurahan Durian, Kecamatan Medan Timur. *E-Amal: Jurnal Pengabdian kepada Masyarakat*, 4 (1), 1-6.
- Yoppy, I., Hartono, I. A., Hutahaean, T. F., & Pandiangan, S. M. T. (2023). Influence Profitability, Policy debt, Policy Dividend, Investment Decision, And Firm Size to Company Value Manufacture Sub Sector Food And Drink Which Registered In the Indonesian Stock Exchange. *International Journal of Economics Social and Technology*, 2(3), 175-183.

---

**Copyright Holder :**

© Rudianto (2024).

**First Publication Right :**

© International Journal of Education, Social Studies,  
and Management (IJESSM)This article

