



Exploratory Analysis of Customer Perception on Gadget Goods Digital Marketing using Instagram and Online Marketplace

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Abstract

Online shopping is often done by many people in Batam. many platform places are used for shopping. This study aims to determine the effect of Product quality, Brand image, and Content on the intention to purchase gadget products on Instagram. In the quantitative research, 400 respondents will be taken and in the qualitative research, 30 respondents will be taken. This study used disproportionate random sampling and multiple regression methods. The application used for data processing is in the form of IBM SPSS statistics 24. The results of testing the hypothesis state that there is a significant effect.

Key words: Brand image; Digital marketing; Instagram;

Introduction

The development of technology is now very rapid, people will not be separated from the name of technology. One of them is social media which is often used by people, especially in Indonesia (Romadlon et al., 2020). It can be said that social media is a basic need of society. In social media, people can get a lot of information, starting from good information and negative information (Jufrizen et al., 2020). Social media can be used as a place of business, one of which is to promote a product that is sold and market it. There are two types of product marketing that you want to do, namely paid marketing and marketing by uploading personal photos. Of all the social media used, Instagram is the most widely used product marketing medium because it is easier to promote the product you want to sell by sharing photos or videos (Prajarini & Sayogo, 2021).

On Instagram, there is a visual image that is liked by the public. This is indicated by the presence of two types of content on Instagram, namely in the form of photos, pictures and videos. This content will attract people to press like, comment, and share on Instagram (Administrasi Niaga & Negeri Bandung, 2020). This attraction is used by users and used as a medium for mar-

keting products and services that are sold, starting from well-known brands to small businesses or MSMEs which are often referred to as micro, small and medium enterprises (Sinta Wahyuni & Sri Dharma, 2019).

The use of social media has increased significantly. The number of social media users in the world increased from 0.97 billion to 2.44 billion in 2018. The use of social media is predicted to experience a large increase of 300% in the next 8 years (Jamil et al., 2018). Based on data obtained from Napoleon cat, people in Indonesia use more social media Instagram. From January to May 2020, the number of Instagram users reached 69.2 million (Nandaryani et al., 2021).

Of the many social media today, the popularity of Instagram has increased more than other social media, so with this significant increase, many Instagram users have made it a strategic place for business marketing. Even though Instagram is widely used as a marketing and business medium, unique content on Instagram is very important because it can affect someone's interest in being interested (Soeprapto & Melinda, 2019). Because content is also a differentiator from one account to another. Also Instagram content can determine the type of information that will be conveyed to people who see the con-

tent and how much attention is paid to buying interest (Sipayung & Bobby Syahreza, 2021).

The research conducted, has the objective of analyzing Perceptions of product quality, brand image, and content in the use of Instagram and online marketplaces, especially in digital gadgets on Instagram, so that knowing this analysis can determine a person's buying interest by people in Batam City.

Materials and Method

Perception of product quality

Perception of product quality can be interpreted as a consumer's perception of the overall quality and superiority of a product or a service that is the same as an expected purpose. Product quality can also be interpreted as a physical condition, and nature or function of a product, both goods and services. According to (Ge et al., 2018). Product quality is the whole in the features and characteristics of products or services that are by with capabilities that aim to satisfy consumers.

Brand image

Brand image can be interpreted as a perception that comes to the minds of consumers when considering a brand for a particular product. Brand image or brand image can be interpreted as a consumer impression of a brand. every company certainly develops its product brand so that it can give a positive impression in the minds of consumers that with a positive impression it can make customers loyal and willing to buy products again. According to (Fransisca, 2018). Brand image has a meaning, namely a brand association that appears in the minds of consumers for a long time and has a consistent nature. A good brand image will encourage buyers to buy the product.

Digital content

Digital content or digital content is content that includes writing, images, video, and text which are then combined and converted into a digital form and will be read via smartphone platforms, and laptops.

Purchase intention

The notion of purchase intention means that it can be said to represent consumers in the possibility of planning to buy a product in the future. increasing purchase intention means increasing the possibility of purchasing goods,

meaning that when a consumer has a positive purchase intention for a food product it will encourage purchases to be made by consumers. Variables can also be measured by considering the brand for purchase and future purchase expectations. According to (Nofianti, 2019). Purchase intention is also related to behavior, perceptions, and attitudes towards customers, it can be said that decisions about the reasons why customers choose a particular brand.

The definition of digital marketing is marketing products of all kinds in digital media. marketing through the internet and other networks such as television and telephone. Digital marketing itself can be translated into Indonesian as digital marketing. According to (Saputra, 2021). Digital marketing is a marketing medium that is widely used and in demand by the public to help carry out activities. Digital marketing, it facilitate many things, especially in communication and transactions that can be done free of time. and with the increasing number of digital marketing users, especially on social media, opens opportunities for SMEs to develop their market.

Method

The research model used by is research which is an adaptation of research conducted by (Widiyanti, 2017). In this study, an investigation will be carried out on consumer perceptions of digital gadget marketing on product quality, brand image, content using Instagram and online markets on buying interest of the Batam community (see Figure 1).

Based on the research model above, the authors obtain 8 hypotheses that will be used in this study, namely:

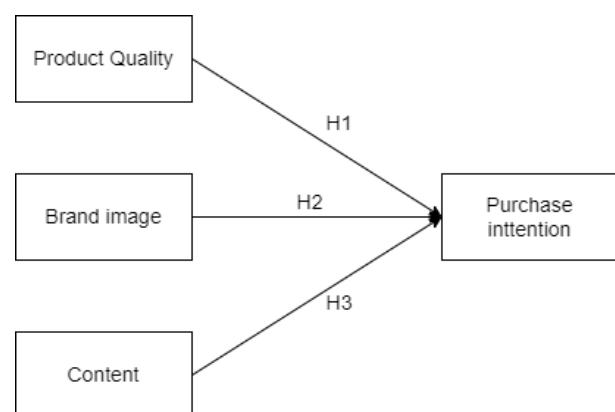


Figure 1. Laying chicken business experience

- H01: It is suspected that there is no influence between the perception of product quality on the purchase decision of gadget
- HA1: It is suspected that there is an influence between the perception of product quality on the decision to purchase gadget products
- H02: It is suspected that there is no influence between brand image and purchasing decisions for gadget products
- HA2 : It is suspected that there is an influence between brand image and purchasing decisions for gadget products
- H03: It is suspected that there is no influence between content and purchasing decisions for gadget products
- HA3 : It is suspected that there is an influence between content and purchasing decisions for gadget products
- H04: It is suspected that there is no influence between perceptions of product quality, brand image and Instagram content on purchasing decisions for gadget products
- HA4 : It is suspected that there is an influence between perceptions of product quality, brand image and Instagram content on purchasing decisions for gadget products

The author will do Quantitative and qualitative methods, on quantitative the author will distribute questionnaires which will be carried out using social media in the form of Whatsapp, Line, Instagram, and face-to-face to the Instagram user community. The population used in this study are Batam city, as well as determining the number of samples to be used using RaoSoft as many as 400 respondents with a margin of error of 5% and a confidence error of 95% and a population of 1329733. The author also uses stratified disproportionate random. sampling as this study (Aini et al., 2021). And for the Qualitative the author makes questions related to interviews that will be asked in the form of 30 people according to research (Fitrah & Ruslan, 2020). as a research sample with the condition that they have used social media, one of which is Instagram in the city of Batam.

Results and Discussion

Descriptive Statistic

The data obtained in this study was by distributing questionnaires with a sample of

Table 1. Gender in quantitative research

Gender	Number of respondent	Percentage figure
Female	129	67,80%
Male	272	32,20%
Total	401	100%

Table 2. Gender in qualitative research

Gender	Number of respondent	Percentage figure
Female	10	33,33%
Male	20	66,67%
Total	30	100%

Table 3. Age in quantitative research

Age	Number of respondent	Percentage figure
Under 18 years	60	15,00%
18-25 years	236	58,80%
26-40 years	77	19,20%
Over 40 years	28	7,00%
Total	401	100%

Table 4. Age in qualitative research

Age	Number of respondent	Percentage figure
Under 18 years	1	3,33%
18-25 years	22	73,33%
26-40 years	5	16,77%
Over 40 years	2	6,77%
Total	30	100%

400. Questionnaires were distributed online using a link and then distributed using social media using Whatsapp, Line, Facebook and Instagram (Hakim et al., 2021). We provide questions in the form of gender, income, age and how often do you shop online, from all samples owned, as many as 400 samples are eligible to be tested according to Table 1 and Table 2.

The quantitative table above which shows that 401 respondents out of the total, men dominate more with a higher number of respondents compared to women with a total of 129 (32.20%) and for men as many as 272 (67.80%)). Whereas for the qualitative table it shows that 30 respondents with men dominated with a total of 20 (66.67%) and for women as many as 10 (33.33%).

In accordance with the Table 3 and Table 4 in the quantitative study which had 401 respondents, the most people who filled out the questionnaire were the age group of 18-25 years with a percentage of 58.80%. This can be proven that most online transactions are among the ages of 18 to 25 years. And for the qualitative research table, there were 30 interview respondents, most of whom were interviewed were the age group of 18-25 years with a percentage rate of 73.33%.

Validity & Reliability Test

The results of the research on the validity test with a number of 0.098 and the level for each significance is a small variable with a number of 0.05. after testing the validity of each variable question, the variable can be proven valid.

1. Product Quality on Quantitative analysis gets r count on KP1 with a number of 0.890, KP2 is 0.814, KP3 is 0.801, KP4 is 0.664 and KP5 is 0.617 with the five significances showing the number 0.00 while in the Qualitative analysis it gets an r count on KP1 of 0.952, KP2 is 0.901, KP3 is 0.918, KP4 is 0.750 and KP5 is 0.830 with the five significances showing the number 0.00.
2. Brand Image on Quantitative analysis gets r count on CM1 with a number of 0.677, CM2 is 0.744, CM3 is 0.553, CM4 is 0.624 and CM5 is 0.768 with the five significances showing the number 0.00 while in the Qualitative analysis to get r count on CM1 is 0.849, CM2 is 0.874, CM3 is 0.798, CM4 is 0.807 and CM5 is 0.820 with the five significances showing the number 0.00.
3. Content on Quantitative analysis gets r count on CT1 with a number of 0.804, CT2 is 0.719, CT3 is 0.646, CT4 is 0.648 and CT5 is 0.830 with the five significances showing the number 0.00 while in the Qualitative analysis get r count on CT1 is 0.893, CT2 is 0.767, CT3 is 0.866, CT4 is 0.759 and CT5 is 0.861 with the five significances showing the number 0.00.
4. Purchase Intention on Quantitative analysis gets r count at PI1 with a number of 0.761, PI2 is 0.753, PI3 is 0.765, PI4 is 0.632 and PI5 is 0.749 with the five significances showing the number 0.00 while in the Qualitative analysis get r

Table 5. Reliability test result in quantitative research

Variable	Cronbach's Alpha	Information
Product Quality	0.893	Reliable
Brand Image	0.866	Reliable
Content	0.886	Reliable
Purchase intention	0.854	Reliable

Table 6. Reliability test result in qualitative research

Variable	Cronbach's Alpha	Information
Product Quality	0.821	Reliable
Brand Image	0.696	Reliable
Content	0.784	Reliable
Purchase intention	0.780	Reliable

count at PI1 is 0.857, PI2 is 0.813, PI3 is 0.760, PI4 is 0.763 and PI5 is 0.816 with the five significances showing the number 0.00.

The results of the Cronbach's alpha test can be said to be reliable if the value on the Cronbach alpha test reaches 0.60.

From the results of the Table 5 in quantitative research, it can be seen that the product quality variable is 0.893, the brand image variable is 0.866, the content variable is 0.866, and the purchase intention variable is 0.854. Based on the value of the known variable, Cronbach's Alpha > 0.70 indicates that the test results for each variable are consistent. It can be concluded that the reliability test for variable X is reliable.

From the results of the Table 6 in qualitative research, it can be seen that the product quality variable is 0.821, the brand image variable is 0.696, the content variable is 0.784, and the purchase intention variable is 0.780. Based on the value of the known variable, Cronbach's Alpha > 0.70 indicates that the test results for each variable are consistent. It can be concluded that the reliability test for variable X is reliable.

R² Test Results

The results of testing the determinant coefficient or the so-called R square in Quantitative research is worth 0.88 or 80% which shows that the variables Product quality, Brand Image, Content have an effect of 80% on purchase intentions, while for Qualitative Research it is worth 0.82 or 80 % which shows that the variable product qual-

ity, brand image, content has an influence of 80% on purchase intention.

F Test Results

The results of the F test in quantitative research are sig. of 0.00 and a calculated F value of 57.1 while for Qualitative research it got a sig value of 0.00 and a calculated F value of 39.4 so that conclusions can be drawn for the variable product quality, brand image, and content influencing purchase intentions.

T Test Results

1. Product quality variable

The results of the T test on the product quality variable in the quantitative research obtained a significance of 0.00 while in the qualitative research it obtained a significance value of 0.25 so that it can be concluded that in the quantitative research the proposed hypothesis can be accepted and the null hypothesis is rejected, while in the qualitative hypothesis the submitted can be rejected and the null hypothesis is accepted

2. Brand image variable

The results of the T-test on the brand image variable in quantitative research obtained a significance of 0.00 while in qualitative research obtained a significance value of 0.00 so that it can be concluded that in quantitative and qualitative research the proposed hypothesis can be accepted and the null hypothesis is rejected.

3. Content Variable

The results of the T test on the Content variable in the Quantitative research got a significance of 0.00 while in the Qualitative research it got a significance number of 0.36 so it can be concluded that in the quantitative research the proposed hypothesis can be accepted and the null hypothesis is rejected, while in the Qualitative the proposed hypothesis can be rejected and the null hypothesis is accepted

Autocorrelation test results

The autocorrelation test was used in Durbin Watson's study, in the quantitative study the score obtained was 1,880 while the figure obtained in the qualitative research was 1,923. by looking at the Durbin-Watson table, for quantitative research, the dL is 1.7382 and the dU is 1.7990 with a total sample of 400 and a total of 3 variables, thus stating that $dL < d < dU$ can be proven whether there is a positive autocorrelation and $(4 - d) > dU$

Table 7. Multicollinearity test result in quantitative research

Independent	Dependent	Tolerance	VIF
Product Quality	Purchase intention	0,12	7,87
Brand image	Purchase intention	0,13	7,68
Content	Purchase intention	0,12	8,34

Table 8. Multicollinearity test result in qualitative research

Independent	Dependent	Tolerance	VIF
Product Quality	Purchase intention	0.25	3.86
Brand image	Purchase intention	0.47	2.12
Content	Purchase intention	0.24	4.12

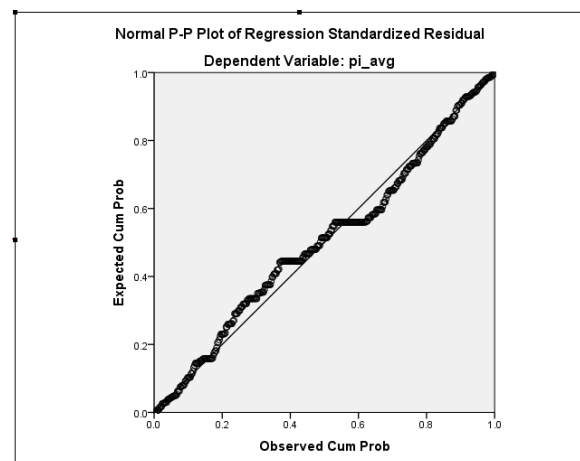


Figure 2. Normality test results in quantitative research

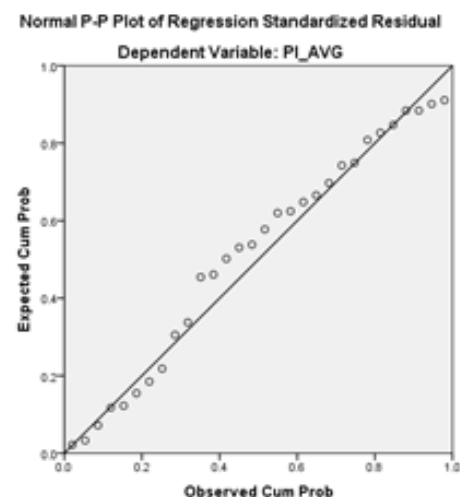


Figure 3. Normality test results in qualitative research

which proves that there is no negative autocorrelation. For qualitative research, the dL is 1.2138 and the dU is 1.6498 with a total sample of 400 and a total of 3 variables, thus stating that $d > dU$ can be proven whether there is positive autocorrelation and $(4 - d) > dU$ which proves that there is no negative autocorrelation.

Multicollinearity test results

The results of multicollinearity test in the quantitative research in Table 7, and the qualitative research in Table 8, it can be seen that the tolerance value is greater than 0.10 and the VIF value is smaller than 10.00 so it can be concluded that there are no symptoms of multicollinearity on those models.

Heteroscedasticity test results

Based on the results of the heteroscedasticity test in quantitative research and qualitative research, the data points are spread out and do not have a specific pattern, so it can be concluded that the model used has no symptoms of heteroscedasticity.

Normality Test

Based on the Normality test in quantitative research (Figure 2) and qualitative research (Figure 3), it can be seen that the distribution of points follows the pattern of the diagonal line and it can be concluded that the data is normally distributed.

Results of statistical analysis with multiple regression models

$$Y = 0.31 + 0.32 X_1 + 0.25 X_2 + 0.35 X_3$$

The equations in the quantitative research above can be concluded that Product Quality, Brand image, and Content have a significant influence on purchase intentions which can be indicated by several 0.31, followed by Product quality of 0.32 and brand image of 0.25 and Content with the figure of 0.35.

$$Y = 0.02 + 0.17 X_1 + 0.67 X_2 + 0.14 X_3$$

The equations in the qualitative research above can be concluded that Product Quality, Brand image, and Content have a significant influence on purchase intentions which can be indicated by several 0.02, followed by Product quality of 0.17 and brand image of 0.67 and Content with the figure of 0.14

Conclusion

The purpose of this study was to determine the factors that influence customer perceptions in Batam City in their interest in buying gadget products online on Instagram. Batam city. This research can be used by business people who use Instagram as a place to sell gadgets and can be a reference for selling gadget products by other sellers of goods. Finally, this research can help experts or other researchers add insight into the factors that influence customer perceptions in the city of Batam in their interest in buying gadget products on Instagram. This research can be developed in examining factors that can influence customer perceptions in choosing to buy gadget products and can also be carried out outside the city of Batam to prove whether customer perceptions have the same considerations in the intention to buy gadget products on Instagram.

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