



Enhancing Buying Interest: Marketing Mix and Instagram's Impact on Lontang Lantung Drinks

Devy Ayu Novianti¹, Ainur Rochmaniah^{2*}, Kukuh Sinduwiatmo³, Salim Sobirovich Togayev⁴

*Corresponding author email: ain.umsida@gmail.com

^{1,2,3})Communication Studies Program, Faculty of Business, Law and Social Sciences,
Universitas Muhammadiyah Sidoarjo, Indonesia

⁴)Samarkand Branch of Tashkent State University of Economy, Samarkand, Uzbekistan

Abstract. This study investigates the influence of Marketing Mix and Instagram on the buying interest in Lontang Lantung drinks, amidst the Covid-19 pandemic's significant impact on the culinary industry. Utilizing quantitative methods with questionnaire data collection, the research employs multiple linear regression analysis to analyze the data. Findings indicate that both Marketing Mix and Instagram variables exert partial and simultaneous effects on the purchase intention of Lontang Lantung drinks. This underscores the importance of strategic marketing efforts, particularly leveraging social media platforms like Instagram, in maintaining and boosting consumer interest in culinary products during challenging times. These results offer valuable insights for entrepreneurs and marketers aiming to enhance product visibility and sales in the food and beverage industry.

Keywords: marketing mix, instagram, purchase interest, culinary industry, pandemic, covid-19.

1 Introduction

The Covid-19 pandemic has had a very significant impact on various sectors of social life, ranging from the manufacturing industry, social services, to the culinary sector. The establishment of government policies ranging from Large-Scale Social Restrictions (PSBB), curfews, Dine-In bans, to Health or hygiene inspections of culinary businesses certainly affects sales and makes daily sales turnover decline. Of course, business people must be able to rack their brains to think of new strategies to address this. Entrepreneurs are required to be able to utilize all fields to maintain the existence of their products during the pandemic. One of them is the use of cyber media to maintain their product knowledge. The use of cyber media has increased for 16 percent from the previous year, the most social media enjoyed by people aged 16 - 64 years, namely Youtube reaching 94%, then WhatsApp Messenger 89%, Instagram 87%, and Facebook 85%. [1].

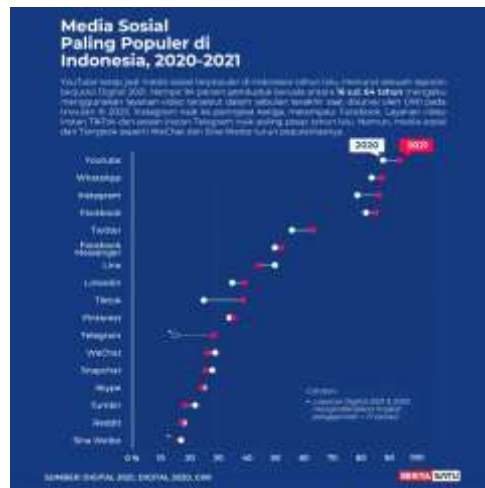


Fig. 1. Most popular social media in 2020-2021

This was responded carefully by one of the local beverage brands, Lontang lantung. A series of marketing activities carried out by Lontang lantung drinks have a positive impact, namely the introduction of their products and attracting consumer attention, as many as 26 or (52%) of 50 Lontang lantung drink consumers know Lontang lantung drink products through the Instagram platform. Lontang lantung is a beverage business that carries the theme of proud local products which eventually the theme was implemented in their first drink menu, Es Tape. Although, it has only been established for 2 years and is located in Juanda, Sedati Gede. However, the purchase of this drink is much in demand in 1 week as many as 28 or (36%) consumers buy Lontang lantung drinks more than 5 times and in each purchase 26 or (52%) of 50 consumers order more than 1 glass of Lontang lantung drinks, Owner Lontang Lantung uses the Instagram platform to market their beverage products.

Marketing Mix is a set of marketing tools consisting of several variables in marketing activities used by companies to influence consumers and achieve goals in target markets. In the Marketing Mix there are 7 variables used, namely:

1. Product is something offered by producers to meet the needs and satisfy the desires of consumers.
2. Price is one of the elements used to build an image and influence consumer buying interest in the products we sell.
3. Place is the location where producers choose a place to distribute products to consumers,
4. People are people who contribute to providing services that influence consumer buying interest.
5. Process is a process that shows service activities to consumers from the beginning to the end of the purchase.
6. Promotion is an effort to convey an introductory message about things or products that are less known so that they become better known by the public.
7. Physical Evidence is a facility and condition to support comfort in selling or serving consumers in the buying and selling activities of a product. [2].

In their product marketing activities, Lontang Lantung utilizes several features owned by Instagram, such as, Instagram Feeds, Instagram Story, Instagram Question, Video, and Reels by regularly providing updates on promos and discounts. [3]. A series of activities carried out by

the owner and the Lontang Lantung team are expected to influence consumer buying interest, buying interest is a desire that arises in consumers to buy a product and service. Purchase interest arises when consumers have obtained sufficient information about the desired products and services. Purchase interest arises in consumers based on the following indicators:

1. Transactional Interest, which is the stage where consumers tend to buy a product, meaning that consumers are interested in buying the product.
2. Referential Interest, which is the stage when someone recommends the product to others, meaning that when someone decides to be interested in buying, they will recommend it to others as a consideration for others.
3. Preferential Interest, which is the stage when a person becomes the main preference in the product, and this preference can change if the product preference happens.
4. Explorative Interest, which is a stage that describes the behavior of a person who is always looking for information about the product he is going to buy, and looking for information from the positive side of the product to convince consumers. [4]

Based on previous research conducted by Andi Ulfa Sanda in 2019 with the title "Marketing Mix Analysis of Buying Interest of Economics and Business Students at Student Mall Unismuh Makassar" [5], it can be concluded that from the Marketing Mix system, namely Product, Price, Place, and Promotion implemented by stand owners, consumers feel comfortable and effective, student buying interest is also based on several indicators, namely, transactional interest, referential interest, preferential interest, and exploratory interest. From the background above, it is known that this research aims to:

1. Knowing the effect of Marketing Mix on Buying Interest in Lontang Lantung drinks.
2. Knowing the effect of Instagram as a promotional media on the sale of Lontang Lantung drinks.

From the description above, there are several key questions, do Ahmadi children stigma and bullied? If yes, what is the type of stigma and bullying they received? What is the fulfillment of the basic rights of Ahmadi children? What are the government's efforts to protect and fulfill the rights of Ahmadi children? Hence, the purpose of the study is to know the forms of stigma and bullying received by Ahmadi family children, to explore the basic rights of Ahmadi family children that have been fulfilled and that have not been fulfilled, and to identify the efforts made by the government in providing protection and fulfillment of the rights of children of Ahmadi families.

2 Research Methods

The approach used in this research is quantitative research approach, namely, research based on the philosophy of positivism is used to examine samples and certain populations, sampling techniques are usually randomized. The aim is to test the hypothesis that the author has set. [6]

This study uses a correlational method, which is research that uses statistical techniques to test variables, namely (X) as the independent variable and (Y) as the dependent variable. Researchers will study the marketing mix (X1), Instagram (X2), on buying interest (Y).

This research data comes from primary data sources and secondary data sources. Primary data sources are data obtained and data collected by researchers directly by the data source. Primary data in the study are the results of questionnaires filled out by consumers of lontang lantung drinks at the outlet and google forms distributed to Lontang Lantung Instagram

followers. Meanwhile, secondary data is data obtained or collected by researchers from various existing sources [7]. Researchers use secondary data from various books, journals, reports, and others related to Marketing Mix and Purchase Interest [7].

This study uses questionnaire data collection techniques, questionnaires are data collection techniques by providing statements or questions in writing to respondents who are then answered, distributing these questionnaires can be given via paper directly or via google form. This questionnaire is suitable for research with a large number of respondents and spread over a wide area. [8] For data analysis techniques, researchers use multiple linear regression, to determine the effect of marketing mix, Instagram on buying interest in lontang lantung drinks.

3 Results and Discussion

Crackingchambers coffee shop was established in early 2018 on Jl. Monginsidi kav. DPR A1 No. 1 Sidoarjo. Crackingchambers coffee shop was initiated by three people, namely Imam Tohari, Amrul and Andrenng. They chose the recycle concept by utilizing used goods as the interior of the cafe. This actually adds to the aesthetic value of the room and is different from other cafes. The choice of black room color and lighting that is not too bright makes the atmosphere of the cafe feel serene.

Based on 150 respondents, many are in the age range of 21-25 years, namely 52% or 78 people. While the age of 26-30 years is 40% or 60 people and the last is the age of 15-20 years as many as 8% or 12 people. The employment level of many respondents worked as private employees, namely 73.3% or 110 people, while students or students were 18% or 27 people, entrepreneurs were 16.5% or 11 people, and the last was civil servants as many as 1.3% or 2 people.

Table 1. Marketing Mix Variables

No.	Marketing Mix Indicator (X1)	Percentage
1	Product	82%
2	Price.	70%
3	Promotion	78%
4	Place	74%
5	People	83%
6	Physical Environment (physical evidence)	78%
7	Process	79%
	Average Total	78%

Table 1 shows that the Marketing Mix variable is in the very good category, namely 78%. These results show that the product indicator is very good, namely 82%, then the price indicator is a good category, namely 70%, the promotion indicator is a very good category, namely 78%, the place indicator is a good category, namely 74%, the people indicator is a very good category, namely 83%, the physical evidence indicator is a very good category, namely 78%, and the process indicator is a very good category, namely 79%.

Table 2. Instagram variables

No.	Instagram Indicator (X2)	Percentage
1	Find out about lontang-lantung drink through Instagram	81%
2	Interesting Instagram feeds	78%
3	Using Instagram features well	79%
4	The existence of Instagram increases buying interest	80%
	Average Total	80%

Table 2 shows that the Instagram lontang-lantung variable is very good, namely 80%. These results show that the indicator of knowing lontang-lantung drinks through Instagram is very good, namely 81%, the indicator of interesting Instagram feeds is included in the very good category, namely 78%, the indicator of lontang-lantung using Instagram features well is included in the very good category, namely 79%, and the indicator of Instagram increasing buying interest is included in the very good category, namely 80%. buying interest in lontang-lantung drinks is very good, namely 78%.

Table 3. Purchase Intention Variable

No.	Buy Interest Indicator (Y)	Percentage
1	Transactional Interest	76%
2	Referential Interest	74%
3	Preferential Interest	79%
4	Explorative Interest	81%
	Average Total	78%

Table 3 shows that transactional interest is very good at 76%, the referential interest indicator is good at 74%, the preferential interest indicator is very good at 79%, and the exploratory interest indicator is very good at 81%.

Based on the validity and reliability test, a research instrument is acceptable if it has an alpha coefficient greater than 0.60 [9], with the results of the Marketing Mix variable 0.969, Instagram 0.933, and Purchase Interest 0.964.

Based on the normality test used to test whether in the regression model, confounding or residual variables have a normal distribution. A residual (data) is normally distributed or not with the Normal P-P Plot approach can be done by looking at the distribution of points in the figure. (data) residuals are normally distributed if the distribution of these points is close to or close to a straight line (diagonal), but if the distribution of these points away from the line, it is not normally distributed. [10]

Based on the results of the multicollinearity test, the VIF value for the Marketing Mix variable (X1) is 4.622 and the Instagram variable (X2) is 4.622. Because the VIF value of the three variables is no greater than 10, it can be concluded that there is no multicollinearity in the three variables.

The heteroscedasticity test is used to determine whether there is a deviation in the model due to variant disorders that differ from one observation to another. The provisions are as follows: If the dots form a certain regular pattern, it indicates that there is a heteroscedasticity problem. If there is no clear pattern and the dots spread above and below the number 0 on the

Y axis, it indicates that there is no heteroscedasticity problem. [From the Scatterplot graph, it can be seen that the points spread randomly and are spread both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model above. The classical assumption of heteroscedasticity in this model is met, which is free from heteroscedasticity.

The autocorrelation test is a test conducted to test whether there is an influence between confounding variables in each independent variable. [12] To detect autocorrelation, it can be done with the Durbin Watson (DW) test with the following conditions:

1.65 < DW < 2.35 then no autocorrelation

1.21 < DW < 1.65 or 2.35 < DW < 2.79 then it cannot be concluded

DW < 1.21 or DW > 2.79 then there is autocorrelation

Based on the results of the autocorrelation test, the Durbin-Watson value on the Model Summary is 1,691. So because 1.65 < 1.691 < 2.35, there is no autocorrelation.

The data analysis technique in this study uses multiple linear regression analysis techniques. Multiple linear regression analysis techniques are used to determine the effect of Marketing Mix and Instagram on Buying Interest in Lontang Lantung drinks. The general equation of multiple linear regression used is:

$$Y = a + b_1 + X_1 + b_2 + X_2$$

SPSS version 20.0 software was used in this study to as a tool to help with the data analysis process. Hypothesis testing uses the t test. If the t-count result is greater than the t table "t count > t table" and the error rate is 5%, the null hypothesis (H0) is rejected.

The interval scale type and the Likert scale scoring method will be used by the researchers in this investigation. Each statement in the questionnaire has five distinct response options: strongly agree, agree, disagree, disagree, and strongly disagree.

The direction of the link between dependent and independent variables can be shown, as well as the degree of the association between two or more variables, using linear regression analysis. Because modified R Square accounts for the number of independent variables utilized, it should be used in multiple linear regression. The strength of the association between two or more variables is measured using linear regression analysis based on the results of multiple linear regression tests. and to show the direction of the relationship between dependent and independent variables. [13] Based on the table, multiple linear regression can be explained below:

Table 4. Multiple Linear Regression Test Results

No.	Variables	Regression Coefficient	t-Count	Sig
1	Constant	-,558	-,165	,870
2	Marketing Mix (X1)	,243	3,415	,002
3	Instagram (X2)	,908	3,227	,003

Description:

N : 150

R Square : ,839

Adjusted R Square: ,830

Sig : 0,05

F count: 96,104

Data Distribution: Normal

R : 0,916

Df : 148

T table : 1,65

Sig F : 0,000

Durbin Watson : $1,65 < 1,691 < 2,35$
 Model Equation : $Y = - 0.558 + 0.243X1 + 0.908X2$
 Predictors : Marketing Mix and Instagram
 Dependent Variable: Purchase Intention

Based on the results of multiple linear tests, it is known that the Marketing Mix variable has an effect of 48.5% on the purchase interest variable, and the Instagram variable has an effect of 45.8% on the purchase interest variable. Correlation analysis is used to determine the relationship between the independent variable and the dependent variable. As a guide in the degree of strength of the relationship between variables, the interpretation value of the correlation coefficient is used. [Based on the correlation analysis table, it can be seen that R or the correlation coefficient between the independent variable and the dependent variable is 0.916. The correlation coefficient is positive, meaning that the correlation that occurs between the Marketing Mix (X1) and Instagram (X2) variables with buying interest (Y) is in the category of a very strong relationship (0.91 - 0.99).

Based on the F test table, it can be explained that together the independent variables affect the dependent variable. This is evidenced by the significance result of $0.000 < 0.05$, indicating that the resulting multiple linear regression equation can be used to predict Purchase Interest. Thus H_0 is rejected and it is proven that Marketing Mix (X1) and Instagram (X2) together have a significant influence on Buying Interest (Y).

In essence, the coefficient of determination expresses the extent to which variable fluctuations may be explained by the model. Because it can explain the regression model's effectiveness in explaining the dependent variable, this coefficient of determination is used. The ability of the independent variables to explain the dependent variable is better when the coefficient of determination is larger. [The range of the coefficient of determination is 0 to 1. A low R^2 value indicates a very limited ability of the independent factors to explain the variance observed in the dependent variable. Almost all of the information required to forecast the variation in the dependent variable can be found in a value that is close to one independent variable. The table's value of $R^2 = 0.830$, or 83.0%, indicates that 83.0% of the independent variables—Instagram and Marketing Mix—and 17% of the answer variable—purchase intention—explain the response variable.

To find out which variables have a partial effect, the regression coefficient is tested using the t-test statistic. Determination of test results (acceptance / rejection) can be done by comparing the t-count with the t-table or it can also be seen from the significance value. Based on the t test table, it is known that the Marketing Mix (X1) significance value of 0.002 and Instagram (X2) significance value of 0.003 indicates that the two independent variables have a simultaneously significant effect on Purchase Interest (Y).

The results of the study found that the hypothesis (H_1) was accepted, namely that there was a partial influence of Marketing Mix on Purchase Interest. Hypothesis (H_2) is also accepted with the statement that there is a partial influence of Instagram on Purchase Interest.

4 Conclusion

This study has concluded that there is a simultaneous influence of Marketing Mix and Instagram on consumer buying interest. The correlation coefficient (R) is 0.916, which means that the relationship that occurs is positive, meaning that the correlation that occurs between the

Marketing Mix (X1) and Instagram (X2) variables with buying interest (Y) is in the category of a very strong relationship. The first hypothesis (H1) is accepted, namely the effect of Marketing Mix partially on consumer buying interest. The second hypothesis (H2) is accepted, Instagram partially affects consumer buying interest. Marketing Mix variables have an effect of 48.5% on consumer buying interest, and Instagram variables have an effect of 45.8% on consumer buying interest.

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