THE EFFECT OF PROMOTION THROUGH INSTAGRAM AND SOCIAL MEDIA MARKETING ON CONSUMER BUYING INTERESTS AT COFFEE TRIP

Dian Rahayu[1], Puji Isyanto[2*], Neni Sumarni[3]
Management Study Program, Faculty of Economics and Business[1,2,3]
mn20.DianRahayu@mhs.ubpkarawang.ac.id[1], puji.isyanto@ubpkarawang.ac.id [2*]
neni.sumarni@ubpkarawang.ac.id[3]

Abstract

Purpose: This research aims to investigate the impact of Instagram promotions on consumer buying interest specifically within the context of coffee trips. The study seeks to understand how social media marketing can effectively attract consumers and enhance their purchasing decisions.

Research Methodology: The research utilizes a quantitative approach, employing a non-probability sampling technique. Specifically, a purposive sampling method was used to select respondents who are active Instagram users and have shown interest in coffee-related content. A total of 91 respondents participated in the study, providing data through structured questionnaires.

Results: The analysis of the collected data reveals that Instagram promotions significantly and positively influence consumer buying interest. This suggests that effective marketing strategies on social media can lead to increased consumer engagement and purchasing behavior in the coffee sector.

Limitations: The study is constrained by its focus on a specific group of Instagram users, which may limit the generalizability of the findings. Additionally, the research does not account for other factors that may influence consumer buying behavior outside of social media marketing.

Contribution: This research contributes to the broader understanding of social media marketing's role in consumer behavior. It highlights the effectiveness of Instagram as a promotional platform in the coffee industry, providing insights for marketers seeking to leverage social media to enhance consumer interest and drive sales.

Keywords: Instagram promotional media, Social Media Marketing, Consumer Purchase Interest

1. INTRODUCTION

There is significant growth in the coffee sector in Indonesia and it continues to increase from year to year. Coffee is very familiar to all levels of Indonesian society. The habit of drinking coffee is deeply ingrained in Indonesian society. In fact, coffee is usually served in all levels of

Indonesian society, for example when visiting a relative or friend's house, guests are always served coffee. According to (Hubner et al., 2022), there are two types of coffee beans that are most commonly used in the Indonesian coffee trade: Arabica and Robusta. In addition, according to (Hubner et al., 2022), there are two main techniques in making coffee. These are espresso-based methods and manual extraction. These two methods are very different types of coffee drink production techniques. Currently, cafes are popular, and their main purpose is to provide a calm atmosphere where people can gather with friends, family, business partners, etc. especially to get work done. Many people choose unique, beautiful, and eye-catching cafe designs to add to their document collection to then beautify their social media account feeds. The culinary business is increasingly mushrooming in various cities, one of which is Karawang City, which is experiencing quite rapid economic and business growth, as seen from the large number of industrial areas, as well as culinary businesses, some of which are cafes. The existence of cafes in Karawang City is increasingly easy to find, both in shopping centers and on the side of urban roads, this is thought to be because more and more people are making cafes an alternative place to spend time. One of the cafes that will be studied is the Coffee Trip cafe, Coffee trip is a culinary business that offers customer comfort facilities as its main point at affordable prices and is suitable for all groups. The location of the cafe trip is on Jalan Manunggal VII (Persona Parahiangan Housing Complex Block A No. 12/coffee trip) East Karawang, West Java, Indonesia.

Table 1. Coffee trip visitor data in 2023.

No	Month	Number of visitors
1	June	1,532
2	July	1,554
3	August	1,598
4	September	1,601
5	October	1,612
6	November	1,615

Based on table 1. coffee trip data has increased the number of visitors every month in June coffee trip visitors were 1,532, then in November it increased to 1,615. Advertising on social media platforms such as Instagram is one aspect that influences the likelihood of consumers to make purchases. The number of Instagram users is increasing day by day, making Instagram a place for online businesses. Instagram offers new features to help business professionals reach consumers, one of which is the insights feature, this is a feature in the form of basic statistics to help analyze the content created, besides that, it also has a story feature that makes it an effective promotional tool so that Instagram users are interested in learning about the company through story content. Both producers and consumers can easily create their own using hashtags.
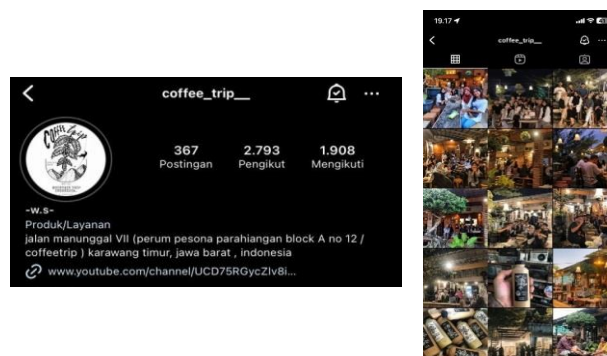
Figure 1. Instagram social media coffee trip

The obstacles experienced by Coffee Trip are that it shows that Instagram management as a promotional media for Coffee Trip is not optimal, with the management of Instagram as a promotional media not optimal. As a result, consumers do not get the information they want about the food and beverage menu provided by Coffee Trip. Coffee Trip in promoting products, Coffee Trip is less active in posting or showing food and beverages that are on promotion or discounted, thus reducing consumer buying interest. This results in potential Coffee Trip consumers not knowing or understanding which products are of good quality (best sellers) or which are on sale or discounted. In addition, buyers will not be able to find out the existence of Coffee Trip in Karawang, thus reducing the opportunity for consumers to visit Coffee Trip.

According to Reportal Data, there will be a total of 4.76 billion active social media users worldwide in 2023. This value is equivalent to 60% of the world's population. The number of social media users has increased rapidly over the past decade. In mid-2023, the number of social media users is expected to increase by 137 million new users. However, the increase in 2023 is the smallest increase compared to the previous decade. From January 2022 to January 2023, the number of social media users only grew 3% from 4.623 billion in 2022. The largest increase occurred in 2016 to 2017. The number of social media users was 2.307 billion in 2016; In 2017, the population reached 2.789 billion people, an increase of 20.9%. Indonesia itself has 167 million active social media users, which is 60.4% of the total population. Up to 78.5% of internet users use at least one social media account reliably. The increasing use of social media in Indonesia coffee trip uses social media, one of which is Instagram as a medium for promotion, besides that, coffee trip also builds a community of nature lovers to help establish good communication and allow for expanding social networks. This can be achieved by creating a forum for individuals or consumers who have the same interests.

Figure 2. Mountain Coffee Trip

In addition to using Instagram, Coffee Trip also uses YouTube as its promotional media. YouTube is an alternative advertising media with ads that can be inserted into videos. Internet users who see ads and create ads that attract the attention of the audience.
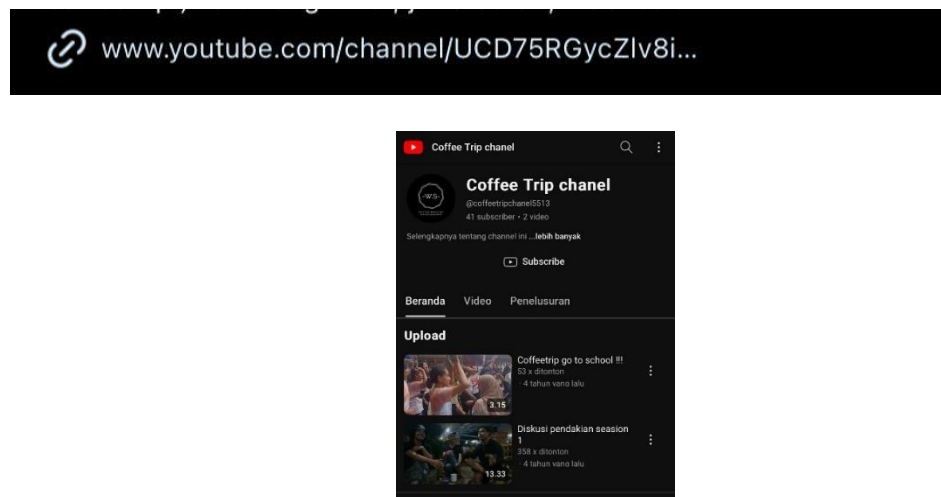

Figure 3. Youtube Coffee Trip

The purpose of this study is to determine the effect of promotion through Instagram and social media marketing on consumer purchasing interest. The following are the results of previous studies that can be concluded, including: According to (Angela & Siregar, 2021) entitled "The Effect of Social Media Promotion and Store Atmosphere on Consumer Visit Rates at the Taman Selfie Binjai Café" from the results of data processing carried out and it is known that social media promotion and store atmosphere have a positive and significant effect on the level of consumer visits.

Research conducted by (Refilia & Fornio Barusman, 2022) on "Analysis of the influence of Instagram social media marketing on consumer purchasing interest at the Kedaton cafe, Bandar Lampung" states that social media has a positive influence on consumer demand. By looking at the background above, the formulation of the problem in this study is as follows:

1. How is the Instagram coffee trip promotion?
2. How is the social media marketing of the coffee trip?
3. How is the coffee trip consumer purchasing interest?
4. Is there an influence of Instagram promotion on the purchasing interest of Coffee Trip consumers?
5. Is there an influence of social media marketing on the purchase interest of coffee trip consumers?
6. Is there an influence of Instagram promotion and social media marketing on the purchase interest of coffee trip consumers?

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
2.1. Literature Review

Management

Management is all activities related to the implementation of organizational work through the following activities: planning, organizing, directing and controlling the achievement of organizational goals carried out using organizational resources, including: Man, money, material, man and method effectively and efficiently. According to (Widyanti et al., 2018)

Marketing management

According to (Alimin et al., 2022), "Marketing management is the art and science of attracting, retaining, and growing customers by selecting target markets and creating, delivering, and communicating superior customer value." Marketing is an art because marketing goals are marketing goals. Because everyone has different personalities and desires, communication techniques, approach techniques, and seduction techniques are needed to win people's hearts. In fact, in order for a company's products and services to be accepted by the market and further developed, the marketing management process must also go through several stages. Social media promotion. According to (Angela & Siregar, 2021) social media promotion is digital marketing that displays products that are affordable and accessible to everyone and allows you to build communities, build relationships, and share information with others.

Social media promotion indicators

The indicators of social media promotion used by researchers in this study are as follows:

1. Content creation

One of the most important things you can do to successfully promote your business is to create content for social media. People will be more interested in reading the information you publish on the content you post if the content you post is tagged, rewritten, and rewritten based on a description that matches the information you post.

2. Content sharing

Sharing your content, be it business information or others, has many benefits so that it can be published and viewed by others through available platforms such as Facebook, Instagram, Twitter, and YouTube.

3. Connecting

Connection is the most important part of social media advertising. can connect two or more people, such as marketer-consumer relationships, and allow consumers to be exposed to common interests, thus creating a great social network. Connections are usually built through advertising, sharing, and other media.

4. Community building

Building a community helps to establish good communication and allows you to expand your social network. This can be achieved by creating a forum for individuals or consumers who share the same interests. According to (Sumarni et al., 2022) Promotion aims to modify consumer behavior, inform, influence and remind consumers.

Instagram Promotion Media

Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them on various social networking services, including Instagram itself. Marketing through Instagram media can be an opportunity for large and small entrepreneurs to build their businesses so that they are widely known. According to (Nabilla & Rifani, 2020)

Instagram Promotion Media is a means of communicating goods and services that will be traded, which can be known to a wider audience through the Instagram application and generate optimal profits. A brand is also a symbol or identifier that provides added value and can differentiate your product from other competing products.

Social Media Marketing

The speed of information delivery via the internet is considered a major impact of social media on people's lives according to (Eka Puspitasari et al., 2023). Social media marketing can be used as a marketing strategy that utilizes social media as a medium to offer information about a product or service, as well as explain and promote the product or service. Social media marketing is carried out to allow customers to interact online and participate in the company's marketing efforts. The indicators of social media marketing are virtual communities, interactions, content distribution, accessibility, and credibility.

Social media is an online communication medium that plays an important role in establishing, building, and strengthening relationships. Social media is a medium on the Internet that allows users to express themselves, interact virtually, collaborate, share, and communicate with others and form social bonds (Rachman Jonni & Hariyanti, 2021).

Consumer buying interest

According to (Nabilla & Rifani, 2020), Consumer buying interest occurs after they are inspired by the product they see. Since then, they are interested in trying the product and finally want to buy it to own. If someone has high motivation towards a particular object, then they will be motivated to take action to master the product. In marketing, influence is the possibility that someone will be interested in buying a product or brand offered. Indicators of consumer buying interest: product selection, brand selection, purchase time, amount of research, payment method.

2.2. Hypothesis Development

1. Instagram Promotion Media (X1)
Content Creation: The process of creating interesting content that can attract consumers' attention.
Content Sharing: Effective distribution of content on the platform to reach a wider audience.
Connecting: Building relationships with consumers through interaction and communication.

2. Cafe Trip Marketing (X2)
Interaction: Active involvement between brands and consumers to create a better experience.
Content Distribution: The right content distribution strategy to reach the target market.
Accessibility: Ease of access to information about products and services.
Creativity: Innovation in how to promote products to attract consumer interest.

3. Consumer Purchase Interest (Y)

Product Selection: Consumer interest in choosing products that suit their preferences.

Brand Selection: Consumer interest in certain brands that are promoted.

Purchase Time: The right time for consumers to make a purchase.

Number of Studies: The level of research conducted by consumers before purchasing.

Payment Method: Preferences for payment methods used by consumers.
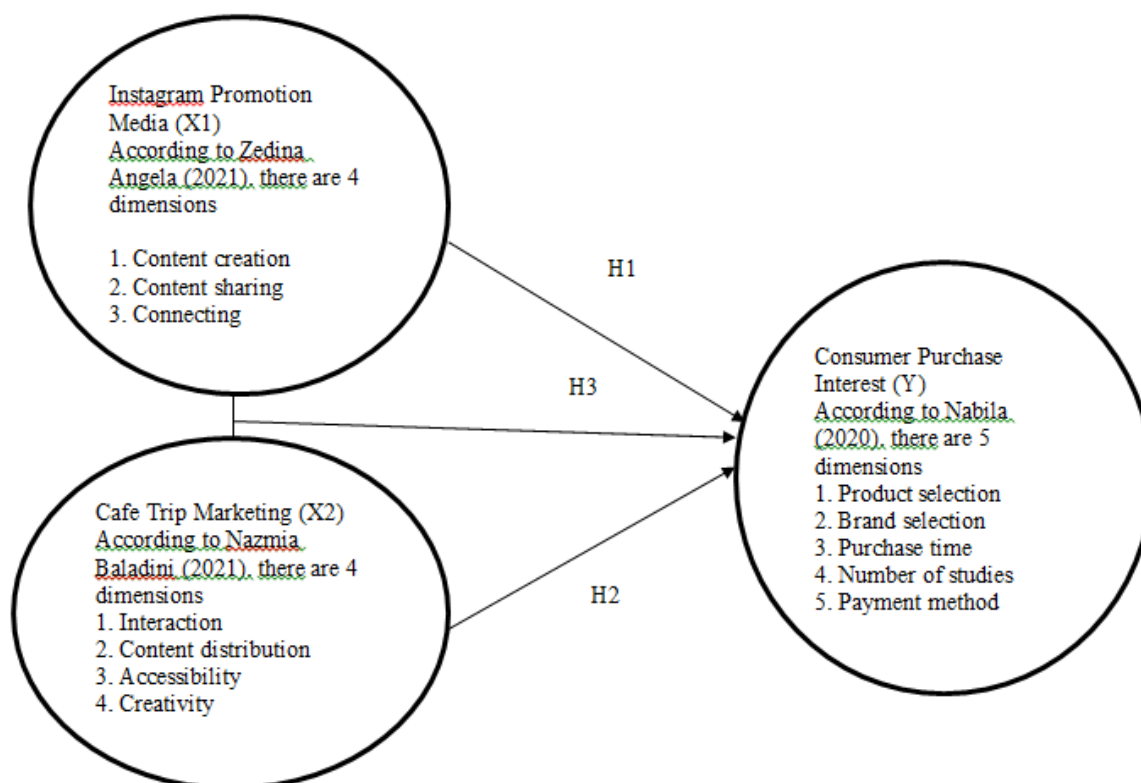

Figure 4. Thinking Framework

H1 = There is an influence of promotion through Instagram on the purchase interest of coffee trip consumers

H2 = There is an influence of social media marketing on the purchase interest of coffee trip consumers

H3 = There is a simultaneous influence of promotion through Instagram and social media marketing on the purchase interest of coffee trip consumers.

3. RESEARCH METHODOLOGY
a. Research Design

This research is a type of descriptive and verification research using quantitative research methods. (Muharam et al., 2021) states that the definition of the descriptive method is determining the existence of an independent variable only against one or more variables, without any comparison to the variables carried out. Sugiyono (2017: 8) verification method is

research conducted on a certain population or sample with the aim of testing the given hypothesis. The definition of quantitative research methods can be interpreted as a research method based on the philosophy of positivism, namely studying a certain population or sample and using research tools to collect data for the purpose of testing the hypothesis that has been determined data analysis.

b. Population and Sample

Population

According to (Sihotang, 2023) Population is a generalization area that uses certain objects or subjects to be studied and conclusions drawn. The population in this study is someone who knows the Instagram coffee trip karawang

Sample

This sample is now part of the entire analysis unit selected for further investigation. According to (Ubaedilah et al., 2023) The sampling technique in this study used a non-probability sampling technique with a purposive sampling approach, namely purposive sampling. Respondents selected as samples in this study have the following characteristics: respondents are people who know about the Karawang coffee trip instagram. The sample size was taken using the Hair formula. According to (Fatma et al., 2021) The Hair formula is used because the population size is not yet known for sure and suggests that the minimum sample size is 5-10 times the indicator variable. So that the number of indicators is 13 indicators multiplied by 7 (13 x 7 = 91). So through calculations based on this formula, the number of samples obtained is 91 respondents.

c. Data Source

The data source for this study is secondary data. This secondary data is information collected by other people, not by researchers who conduct research (Ghozali, 2017: 94) The data collection technique used in this study is to distribute questionnaires in the form of google from. Primary data is data taken directly from the research object. According to Sugiyono Primary sources are data sources that provide direct data to data collectors.'' The use of primary data obtained directly from the original research subjects to collect data needed by the researchers themselves. In this study, primary data was taken from the results of questionnaires and surveys.

d. Data Collection Techniques

Data collection was carried out by distributing online questionnaires via Google Form to 91 respondents with 30 questions. Data processing techniques were carried out with descriptive analysis, validity tests and reliability tests.

e. Research Variables

Table 2. Operational Variables.

Variabel	Indicator	Scale
Instagram Promotion Media (X^1)	1. Content creation 2. Content sharing 3. Connecting 4.Community building	Likert
Social Media Marketing (X^2)	1. Interaction 2. Content distribution 3. Accessibility 4. Credibility	Likert
Consumer Purchase Interest (Y)	1. Product selection 2. Brand selection 3. Purchase time 4. Number of studies 5. Payment method	Likert

f. Research Instruments and research instrument measuring tools
1. Research Instruments; Research instruments are used as selected tools so that research results are obtained. According to Sugiyono (2019:102) Research instruments are tools used to measure natural or social phenomena that are observed. Researchers will use an instrument in the form of a questionnaire in the form of written questions given to respondents.
2. Research instrument measuring tools; In this study, using a tool to measure whether the equipment testing is correct. This study uses a questionnaire, so its validity and reliability must be verified.

g. Research Instrument Test
1. Validity Test; The validity test measures whether a survey is valid. A survey is said to be valid if the questions in the survey reveal something that can be measured through the survey (Utami et al., 2021). The validity test is carried out using SPSS.
2. Reliability Test; The reliability test is carried out after the validity test and only questions are considered valid. The reliability test is a tool for measuring a questionnaire (Janna & Herianto, 2021).
3. Data Transformation Test; Data transformation test is conducted using the MSI method.

h. Data Analysis Technique
According to Sugiyono Data analysis is an activity after collecting data from all respondents totaling people. Activities in data analysis include grouping data based on variables and types of respondents, based on variables on all respondents, presenting data for each variable studied, and Including performing calculations to support testing the proposed hypothesis. The data analysis technique used is multiple linear regression.

4. RESULTS AND DISCUSSIONS
4.1. Results

Validity Test

The results of data testing using SPSS progress for the Instagram Promotion Media and Coffee Trip Marketing variables on consumer buying interest, all indicators entered in the questionnaire questions are valid because the correlation coefficient value is >0.3.

Reliability Test

Table 3. Reliability Test Results

Variable	*Crombach Alpha*	Value	Note
Instagram Promotion Media (X1)	0,959	0,60	**Reliable**
Social Media Marketing (X2)	0,963	0,60	**Reliable**
Consumer Purchase Interest (Y)	0,948	0,60	**Reliable**

Source: Data processed by researchers with SPSS (2016)

Based on the results of table 3 above, it states that the Crombach Alpha value of the three variables is stated that the Crombach Alpha value is >0.60. So it can be concluded that all instruments of the three variables are reliable.

Table 4. Classical Assumption Test

	Variables Entered/Removed[b]		
Model	Variables Entered	Variables Removed	Method
1	Social Media Marketing, Instagram Promotion[a]		. Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Purchase Interest

Table 5. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		91
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	2.02387398
Most Extreme Differences	Absolute	.199
	Positive	.198
	Negative	-.199
Kolmogorov-Smirnov Z		1.902
Asymp. Sig. (2-tailed)		.001

a. Test distribution is Normal.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		91
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	2.02387398
Most Extreme Differences	Absolute	.199
	Positive	.198
	Negative	-.199
Kolmogorov-Smirnov Z		1.902
Asymp. Sig. (2-tailed)		.001

Based on the Asymp Sig value (2-tailed) of 0.001 > 0.05 or sig value > 0.05. This means that the data in this study are normally distributed and can be tested further.

Table 6. Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.412	2.107		2.094	.039		
	Instagram Promotion	.164	.084	.148	1.954	.054	.300	3.328
	Social Media Marketing	.744	.071	.793	10.439	.000	.300	3.328

a. Dependent Variable: Consumer Purchase Interest

Source: Data processed by researchers using SPSS (2016)

Y= a + b1X1 + b2X2 + e

Y= 4.412 + 0.164X1 + 0.744X2

1. B1 is the regression coefficient value (X1) with a value of 0.164 indicating that the Instagram Promotion variable has a positive effect on consumer buying interest (Y).
2. B2 is the regression coefficient value (X2) with a value of 0.744 indicating that the Social Media marketing variable has a positive effect on consumer buying interest (Y).

Table 7. Determination Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921[a]	.847	.844	2.047

a. Predictors: (Constant), Social Media Marketing, Instagram Promotion

b. Dependent Variable: Consumer Purchase Interest

Based on the table above, we can see the value of the determination coefficient or Adhysr R Squee of 0.847 or 84.7%, which means that the ability of the Instagram Promotion Media and Coffee Trip Marketing variables to influence the Consumer Purchase Interest variable is 84.7% and 15.3% is influenced by other variables outside this regression model.
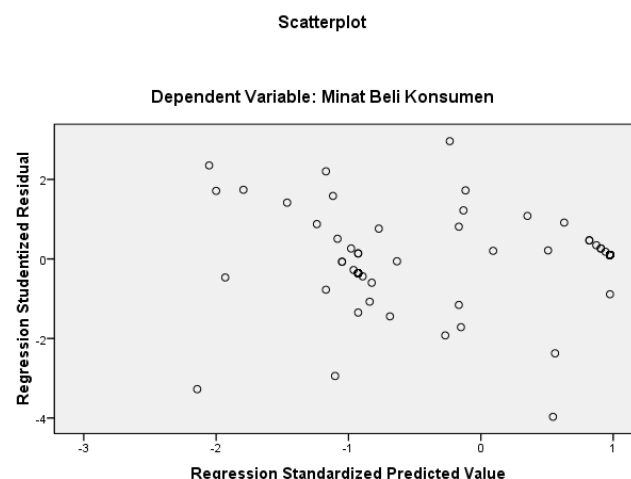
Table 8. Multicollinearity Test

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.412	2.107		2.094	.039		
	Instagram Promotion	.164	.084	.148	1.954	.054	.300	3.328
	Social Media Marketing	.744	.071	.793	10.439	.000	.300	3.328

a. Dependent Variable: M Consumer Purchase Interest

Multicollinearity test with the condition that the Tolerance value is > 0.10 and the VIF value is < 10.00, then there is no multicollinearity. This study obtained the results of the Tolerance value (0.300) > 0.10 and the VIF result (3.328) < 10.00, meaning that this study did not experience multicollinearity.

Table 9. Heteroscedasticity Test

Scatterplot

Dependent Variable: Minat Beli Konsumen

Based on the table above, it shows that the data is spread both above the value of 0 and below the value of 0. This means that the research data does not show symptoms of heteroscedasticity.

Table 10. Partial T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.412	2.107		2.094	.039		
	Instagram Promotion	.164	.084	.148	1.954	.054	.300	3.328
	Social Media Marketing	.744	.071	.793	10.439	.000	.300	3.328

a. Dependent Variable: M Consumer Purchase Interest

Based on the table above, it shows that the Sig value of the Instagram Promotion variable is 0.54 <0.05, which means that Instagram Promotion does not affect the Consumer Purchase Interest Variable and the Sig value of the Social Media Marketing variable is 0.00 <0.05, which means that the Instagram Promotion Media variable affects the Consumer Purchase Interest variable.

Table 11. Simultaneous F Test

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2048.497	2	1024.248	244.500	.000[a]
	Residual	368.646	88	4.189		
	Total	2417.143	90			

a. Predictors: (Constant), Social Media Marketing, Instagram Promotion

b. Dependent Variable: Consumer Purchase Interest

Based on the table above, it shows that the sig value is 0.00 <0.05, which means that the Instagram Promotion variable and the social media marketing variable have a simultaneous effect on the Consumer Purchase Interest variable.

4.2 Discussions

This section will explain the discussion in the formulation of the problem descriptively and verifiably:

1. Coffee Trip Instagram Promotion

Coffee Trip uses promotional media through Instagram, this is because the breadth of information delivery to consumers is considered faster, more effective, and cheaper. Instagram promotional media effectively strengthens consumer buying interest. By understanding the unique characteristics of Coffee Trip, you can design the right strategy to attract the attention of Instagram users in building positive relationships. Coffee Trip presents a unique experience through Instagram by utilizing features such as Instagram stories, sharing posts and creating

interesting content. Instagram also has an advertising feature that allows coffee trips to direct their promotional content, can target users based on interests, location, and demographics so as to increase reach to many people. This is in accordance with the opinion of (Angela & Siregar, 2021) that interesting content will be the foundation of marketing efforts through social media. Coffee Trip always tries to share content that is good and interesting. By utilizing all the features available on Instagram, Coffee Trip has the opportunity to build strong brand awareness. The impact of social media is very diverse, the most common is that information from social media will influence consumer purchasing decisions

2. Coffee Trip social media marketing

Coffee Trip's social media marketing strategy aims to reach a wider consumer base and strengthen Coffee Trip's own brand. Coffee Trip's main focus is to understand the challenges and opportunities that may be faced in Coffee Trip marketing. Coffee Trip evaluates marketing aspects ranging from identifying the right target market and using effective marketing platforms, Coffee Trip has a way to improve marketing, namely through social media such as Instagram and YouTube by creating interesting content. In addition, Coffee Trip also increases collaboration through events to expand marketing, attract new customers and retain existing ones. Coffee Trip always strives to create a pleasant experience for customers because experience is the key to building customer loyalty and getting word of mouth recommendations. Coffee Trip always ensures friendly service, consistent product quality and a comfortable cafe atmosphere.

3. Consumer Purchase Interest Coffee Trip

Coffee trip builds positive expectations among consumers by implementing effective marketing such as the use of Instagram social media and collaboration through events. This method can be an important step to increase consumer purchase interest. and Coffee Trip always conveys information through Instagram and YouTube social media so that Coffee Trip's efforts have a positive impact on consumer purchase interest and always utilize Instagram to create interesting content, because the more interesting the advertisement or content displayed will increase the purchase interest that can be created. Satisfying customer experience, friendly service, good product quality, easy purchasing process, affordable prices are factors that can increase consumer purchase interest.

4. The Effect of Instagram Promotion on Consumer Purchase Interest

Based on the results of the study using the partial test (t) using multiple regression analysis, the results obtained show that the Sig value of the Instagram Promotion variable is 0.54 <0.05, which means that Instagram Promotion has no effect on the Consumer Purchase Interest Variable. 5. Social Media Marketing on Consumer Purchase Interest

Based on the results of the study using a partial test (t) using multiple regression analysis, the results obtained Where it shows that the Sig Value of the Social Media Marketing variable is 0.00 <0.05, which means that the Coffee Trip Marketing variable has an effect on the Consumer Purchase Interest variable.

Based on the results of the study, it can be concluded that the social media marketing indicator has a significant effect on consumer purchase interest. Some respondents gave answers from the questionnaire results agreeing to strongly agreeing. The answers of these respondents are in line with the high consumer purchase interest. Based on the results of this test, the second

hypothesis (H2) which states that social media marketing has an effect on consumer purchase interest and has a unidirectional relationship because it is seen from the regression coefficient value which is positive.

6. The Simultaneous Effect of Instagram Promotion and Social Media Marketing on Consumer Purchase Interest

Based on the results of the study using a feasibility test of the multiple linear regression model with the F test to determine the simultaneous effect. From the ANOVA test or F test, the calculated F figure is 244,500 with a sig. 0.000. Referring to the results of the study on the consumer buying interest variable, the researcher found that coffee trip visitors agreed that the consumer buying interest studied in this study was considered appropriate. This is shown through the respondents' positive answers to the questionnaire regarding the consumer buying interest variable.

5. CONCLUSION
Based on the results of the study that has been conducted with the title "The influence of promotion through Instagram and social media marketing on consumer purchase interest in coffee trips", the following conclusions can be drawn:
1. Instagram promotion media effectively strengthens consumer purchase interest.
2. Social media marketing to reach wider consumers and strengthen the Coffee Trip brand
3. Consumer purchase interest in coffee trips because of interesting content
4. Instagram promotion partially does not affect consumer purchase interest in coffee trips
5. Social media marketing partially affects consumer purchase interest in coffee trips
6. Instagram promotion variables and social media marketing simultaneously affect consumer purchase interest

IMPLICATIONS

1. Based on the results of the study, it is known that the promotional variable through Instagram Coffee Trip presents a unique experience through Instagram by utilizing features such as Instagram stories, sharing posts and creating interesting content. Instagram also has an advertising feature that allows coffee trips to direct their promotional content, can target users based on interests, location, and demographics so as to increase reach to many people.
2. Based on the research results, it is known that Coffee Trip's social media marketing variables evaluate marketing aspects starting from identifying the right target market and using effective marketing platforms, Coffee Trip has a way to improve marketing, namely through social media such as Instagram and YouTube by creating interesting content. In addition, Coffee Trip also increases collaboration through events to expand marketing, attract new customers and retain existing ones. 3. Based on the research results, Instagram promotion and social media marketing have a simultaneous influence on consumer buying interest. Thus, it can be concluded that promotion through Instagram and social media marketing can generate consumer buying interest. This is shown by the respondents' positive answers to the questionnaire regarding the consumer buying interest variable.

LIMITATION AND STUDY FORWARD
Limitations

1. Sampling Bias: The study used a purposive sampling method, which may not represent the broader population of coffee consumers in Indonesia. This limits the generalizability of the findings.
2. Focus on Instagram: The research primarily concentrated on Instagram as a promotional tool, potentially overlooking other social media platforms that may also influence consumer purchasing interests.
3. Limited Factors: The study focused mainly on Instagram promotions and social media marketing, not accounting for other variables that might affect consumer behavior, such as offline marketing strategies or economic factors.
4. Self-Reported Data: The data collected through questionnaires may be subject to self-report bias, where respondents might provide socially desirable answers rather than their true feelings or behaviors.

Study Forward

1. Broaden Sample Diversity: Future research should consider a more diverse sample that includes a wider range of demographics and geographic locations to enhance the generalizability of the findings.
2. Explore Multiple Platforms: Investigating the impact of promotions across various social media platforms, such as Facebook, TikTok, and YouTube, could provide a more comprehensive understanding of social media marketing's effectiveness.
3. Incorporate Qualitative Methods: Qualitative research methods, such as interviews or focus groups, could be used to gain deeper insights into consumer motivations and perceptions regarding coffee promotions.
4. Longitudinal Studies: Conducting longitudinal studies could help understand how consumer interests change over time in response to evolving social media trends and marketing strategies.
5. Investigate Offline Influences: Future studies could explore how offline marketing strategies, such as in-store promotions or local events, interact with online marketing efforts to influence consumer behavior..

REFERENCES

Alimin, E., Eddy, Afriani, D., Octavia, N. P. A. Y. F., Satriawan, T. M., Yulianah, S., Yusuf, M., Irwansyah, R., Moonti, A., Adiek Astika Clara Sudarni Budiani Fitria Endrawati, S., Armiani, & Tabun, S. U. A. M. A. (2022). Manajemen Pemasaran (Kajian Pengantar di Era Bisnis Modern). In *Seval Liiterindo Kreasi (SEVAL)* (Vol. 5, Issue 3).

Angela, Z., & Siregar, O. M. (2021). Pengaruh Promosi Media Sosial dan Store Atmosphere Terhadap Tingkat Kunjungan Konsumen pada Cafe Taman Selfie Binjai. *E-Proceeding Senriabdi*, *1*(1), 417–433.

Eka Puspitasari, A., Yani, D., Isyanto, P., & Yanthy Yosepha, S. (2023). Strategi Pemasaran Rumah Makan Saung Kabogoh Melalui Social Media Instagram Cabang Nagasari Karawang. *Jurnal Ilmiah Manajemen Surya Pasca Scientia |*, *12*, 29–38.

Fatma, N., Irfan, N. F., & Latiep, I. F. (2021). Analisis Keputusan Pembelian Produk Menggunakan Persepsi Harga dan Kualitas Produk. *SEIKO: Journal of Management & Business*, *4*(2), 533–540.

Hubner, I. B., Virgiana Wijaya, J., & Dwi Nugraha, K. (2022). efektivitas media sosial instagram sebagai media promosi produk flash coffee di jabodetabek. *jurnal bangun manajemen*, *1*(2), 73–79. https://doi.org/10.56854/jbm.v1i2.94

Janna, N. M., & Herianto. (2021). Artikel Statistik yang Benar. *Jurnal Darul Dakwah Wal-Irsyad (DDI)*, *18210047*, 1–12.

Muharam, A., Widaningsih, S., & Mustikasari, A. (2021). Pengaruh Sosial Media Marketing Melalui Instagram Terhadap Minat Beli Produk Boci Baso Aci. *E-Proceeding of Applied Science*, *7*(4), 625–634.

Nabilla, & Rifani, A. (2020). Pengaruh Media Promosi Instagram Dan Merek Terhadap Minat Beli Konsumen (Studi Ukm Doctor Fashion Di Kota Banjarmasin). *Jurnal Sains Manajemen Dan Kewirausahaan*, *Vol 2*(Issue 1), Pges 51-60.

Rachman Jonni, R., & Hariyanti, P. (2021). Pengaruh Konten Instagram Terhadap Minat Beli Konsumen Space Coffee Roastery Yogyakarta. *Jurnal Mahasiswa Komunikasi Cantrik*, *1*(2), 119–134. https://doi.org/10.20885/cantrik.vol1.iss2.art5

Refilia, D., & Fornio Barusman, A. (2022). Analisis Pengaruh Social Media Marketing Instagram Terhadap Minat Beli Konsumen Kafe Putti Kedaton, Bandar Lampung. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, *1*(3), 341–350. https://doi.org/10.54443/sinomika.v1i3.275

Sihotang, H. (2023). Metode Penelitian Kuantitatif. In *Pusat Penerbitan dan Pencetakan Buku Perguruan Tinggi Universitas Kristen Indonesia Jakarta*. http://www.nber.org/papers/w16019

Sumarni, N., Suherman, E., & … (2022). Strategi Promosi Pariwisata Goa Dayeuh Desa Tamansari Melalui Media Sosial. *Prosiding …*, 1034–1058. https://journal.ubpkarawang.ac.id/index.php/ProsidingKNPP/article/view/2550

Ubaedilah, N., Isyanto, P., & Darojatul Romli, A. (2023). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Impulsif Pada Pengguna Tiktok Shop. *Journal of Trends Economics and Accounting Research*, *4*(1), 46–56. https://doi.org/10.47065/jtear.v4i1.875

Utami, F. Z., Suryadi, A., & Widiarti, A. (2021). Pengaruh penggunaan promosi media sosial dan harga terhadap minat beli konsumen pada produk cafe hazey. *Jbes*, *2 No. 2*, 36–49.

Widyanti, R., Si, M., & Si, M. (2018). *Editor :* 1–26.