

Influence of Post Content and Testimonials on Instagram Social Media Against Rental Interest in GV Kebaya Products

Gita Varina Putri, Muji Gunarto & Sulaiman Helmi

Master of Management Study Program, Bina Darma University, Palembang

Email: gitavarinap@gmail.com

Abstract

This study aims to determine the effect of post content and testimonials on Instagram social media on consumer rental interest in GV Kebaya, a kebaya rental business in Palembang. Using a survey-based quantitative method, data was collected through questionnaires from 100 respondents who are active followers of the Instagram account @sewakebayapalembang. Sample selection was carried out using purposive sampling technique, and data analysis using Smart Partial Least Square (Smart-PLS). The analysis results show that post content has a positive and significant influence on rental interest. Visually appealing, relevant, and credible content can increase consumer interest in the product. In addition, testimonials from customers are also proven to have a significant effect on rental interest by providing additional trust to potential consumers through the real experiences of previous customers. Simultaneously, post content and testimonials explain 59% of the variability in rental interest, while 41% is influenced by other external factors. This study confirms the importance of social media-based marketing strategies in increasing consumer interest, especially through the presentation of quality content and the use of authentic testimonials. The findings provide recommendations for GV Kebaya to continue optimizing Instagram content with engaging visual and storytelling elements and managing customer testimonials to build consumer trust and loyalty.

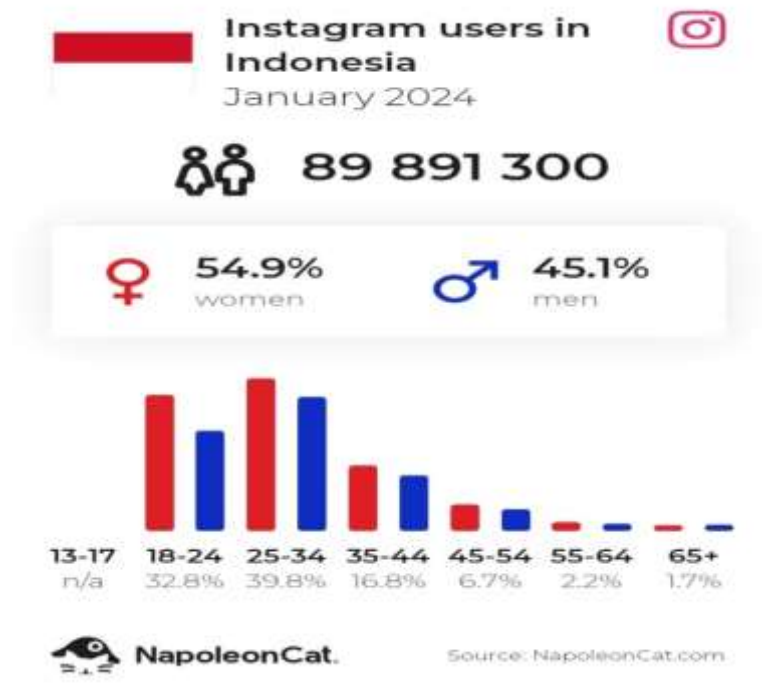
Keywords: Instagram, Post Content, Testimonials, Rental Interest, Social Media Marketing

1. Introduction

In today's digital era, social media has a huge influence on people's lives (Saputra & Susilo, 2021; Susilo et al., 2021) and has become one of the most effective marketing tools. Michelle & Susilo(2021) state that the average person spends 3 to 4 hours a day on social media. This makes social media a very potential platform for businesses. Social media acts as a means for users to build the desired self-image. Through social media, a person can quickly establish relationships, gain insight, and shape, express, and display their identity (Amrullah et al., 2024) . These platforms provide opportunities for business owners to create engaging content that can influence purchasing decisions. As one of the leading social media platforms, Instagram enables effective promotion of products while helping to build closer relationships with customers (Prasetya et al., 2024) . An example of using Instagram in business on the @sewakebayapalembang account. This account actively utilizes Instagram to promote its products and interact with customers.

According to an article written by Muhiban & Wartono(2022) , social media can serve as an effective online promotional tool to attract the attention of potential customers and increase company profits. This is in line with Gina Shafira's research Nurimani(2022) , which shows that optimal utilization of social media, especially through interesting and trending Instagram content concepts, can increase consumer buying interest. In Indonesia, Instagram is one of the most popular social media platforms. As of January 2024, there were 89,891,300 Instagram users in Indonesia, or about 31.8% of the total population. The majority of users are women

(54.9%) compared to men (45.1%), with the 25 to 34 age group dominating at 39.8%.



Instagram users in Indonesia in January 2024

This business emerges amidst various challenges, one of which is cultural. Some people, especially in Palembang City, think that wearing rented or used clothes is something shameful. However, GV Kebaya sees this challenge as an opportunity, especially in times when economic conditions are declining but people still need kebaya to attend formal events. GV Kebaya utilizes this opportunity by providing a wide selection of modern kebaya and suits at affordable prices. Thus, people can still look stylish and follow trends without having to spend a lot of money. This business targets people who are easily bored and like variety in their kebaya style.

GV Kebaya is one of the kebaya rental service providers located at Jl. Dwikora II No. 1728, Palembang. Based on the results of preliminary observations, researchers obtained information that GV Kebaya utilizes its Instagram account as a medium to promote the services and products offered. Table 1 presents data on the frequency of content uploads on Instagram by GV Kebaya. In addition, the data in the table also includes the number of potential customers measured by the number of *direct messages* received each month, containing questions related to the content uploaded during the last five months, starting from August 2024.

Table 1. Data on the number of consumers

No.	Month	Upload Frequency Content on Instagram	Number of Consumers Potential
1	August	115	742
2	September	77	467
3	October	130	855
4	November	88	638
5	December	65	450

Source: Owner of GV Kebaya (2024)

Based on Table 1, there is a positive correlation between post content and testimonials on the @sewakebayapalembang business account and consumer rental interest. Every time this account posts content, there is always a positive response and enthusiasm from potential customers through comments and direct messages. The business owner revealed that the content posted on Instagram, along with testimonials from other customers, are the main factors that drive followers' rental interest. Testimonials are often photos or videos of customers tagging the @sewakebayapalembang account, and can be found on Instagram's "about you" feature or in some instastory highlights.

Research Results Prasetya et al.,(2024) and Lee(2024) creating visually appealing content, inserting *storytelling* elements, and encouraging interaction with followers can be the key to increasing purchase interest while influencing consumer decisions. Good marketing content has a significant positive effect on purchase intention (Indrawati & Rahmah, 2023; Lailiyah et al., 2023) . However, in contrast to research conducted by Prajarini and Sayogo(2021) , content in Instagram posts including images, color schemes, and text only contributes 29.4% to purchase intention. The remaining 70.6% is influenced by other factors. This shows that the effect of post content on consumers' tendency to make purchases is low. In line with these findings, research by Wahyuni et al.(2019) revealed that the impact of Instagram posts from the @smrfoodies account on followers' tendency to make purchases only reached 36.7%.

Testimonials have a positive influence on purchase intention (Satrio & Pudjoprastyono, 2022; Choirunnisa & Walyoto, 2023; Suhendra et al., 2024) . However, the results of research by Sembada et al.,(2022) show that testimonials mediated by indirect trust variables do not have a significant effect on buying interest in Lyfira Hijab products. On the other hand, research conducted by Dhaefina et al.,(2021) states that testimonials on Instagram social media have a positive influence on consumer buying interest in Lemonilo instant noodle products, although this influence is not significant. Based on this phenomenon, the problem formulations in this study are: 1) Does post content have a positive and significant effect on rental interest 2) Do testimonials have a positive and significant effect on rental interest 3) Do post content and testimonials simultaneously have a positive and significant effect on rental interest?

2. Literature Review

Instagram Social Media as a Marketing Tool. Instagram is a specialized application for smart devices that allows users to take, edit and share photos on mobile. Weinberg(2009) mentions that social media marketing is a process that allows individuals and companies to promote their websites, products or services through online platforms, while building communication and engagement with a wider community that is difficult to reach through traditional advertising

methods. Weber(2009) adds that social media marketing is not limited to large multinational companies; small and medium-sized businesses can also utilize it effectively. Priansa(2017) also states that social media provides advantages for marketers by creating opportunities to interact more closely with consumers.

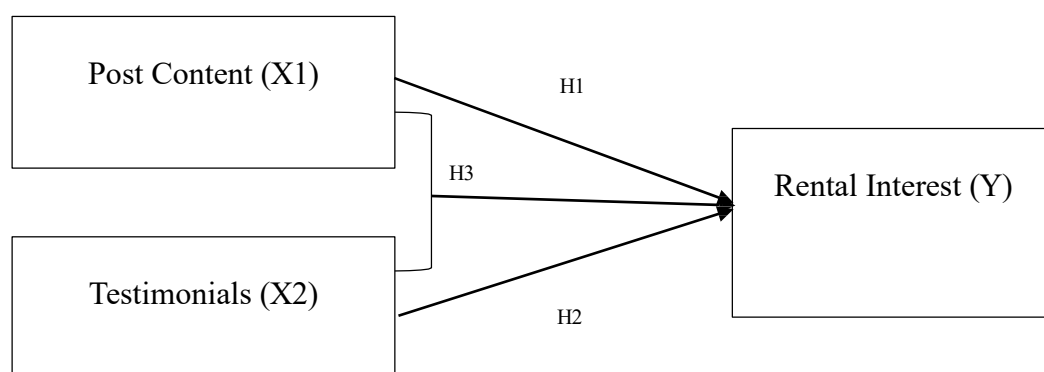
Post Content. Ananda & Wisudawati(2022) explain that post content is a way to market a business using various media such as text, images, video, and audio, which aims to increase the value of the business. The indicators of post content submitted by Simon(2016) are: 1. Credibility, Ease of sharing, Usefulness, Interesting, Relevance to the audience, Has something different, Timely, Showing the brand.

Testimonial. Testimonials are expressions or reviews from individuals describing their experiences, views or impressions of a particular product, service or situation. Generally, testimonials are used to convey real impressions and provide confidence to others based on personal experience. Srimayasandy(2021) states that testimonials are a form of advertising that contains evidence and real experiences of consumers when using certain products or services. Indicators of testimonials have been formulated by Srimayasandy(2021) , namely: Credibility, and Strong and logical argumentation.

Purchase Intention (Rental Interest). Purchase intention or rental interest refers to a person's desire or interest in buying or using a product or service. This includes the extent to which a person is likely to make a purchase based on factors such as personal preference, need, or previous experience. In the world of marketing, understanding consumer buying interest is very important because this information can help companies develop more effective marketing strategies to attract consumer attention and build customer loyalty (Prasetya et al., 2024) . Indicators of purchase interest or rental interest by Mustika Inong & Ratnaningtyas,(2021) : Linkage to transact, and Linkage to refer to others.

3. Research Method

Based on the existing literature review, the research framework can be built as shown in Figure 2.



Based on the research framework, the research hypothesis can be formulated as follows: H1: Post content has a positive and significant effect on rental interest

H2: Testimonials have a positive and significant effect on rental interest.

H3: Post content and testimonials simultaneously have a positive and significant effect on rental interest.

This study uses a quantitative method with a survey through a questionnaire and is measured using a Likert scale with 5 answer preferences. The population of this study were followers of the Instagram account @sewakebayapalembang with a total of 26.1 thousand followers. For the purpose of sampling this study using a technique known as purposive sampling, where the researcher selects participants from a portion of the population to be sampled based on certain criteria (Sugiyono, 2018) . Sampling requirements with Slovin formulation (Purba et al., 2021) . Based on calculations using the Slovin formulation, the result is 99.62 so that it is rounded to 100.

$$n = \frac{N}{1+n(e)^2} = \frac{26.100}{1+26.100(0,1)^2} = 99.6 \text{ rounded to } 100$$

Description:

n = Number of Samples

N = Total Population

e = error rate

This study assumes an error rate of e = 10

This research uses sample selection based on: 1) Followers of the @sewakebayapalembang Instagram account, 2) Actively interact by giving like, comment, or share instagram content @sewakebayapalembang. Primary data in this study were obtained directly from the source, namely the owner of GV Kebaya through interviews and followers @sewakebayapalembang through questionnaires. While secondary data in the form of books, scientific papers and other documents from related parties.

Data Processing Technique. Data processing in this study used Smart Partial Least Square (Smart-PLS) software. This is one approach in the SEM statistical method based on Variance Based Structural Equation Modeling (VB-SEM) (Syahrir et al., 2020) . Smart-PLS itself is a multivariate statistical analysis that can be performed without minimum data requirements, with only 30-100 data points, and the data does not need to be normally distributed. Smart-PLS can be used to explain the presence or absence of influence between latent variables and analyze constructs processed through reflective and formative indicators (Irwan & Adam, 2015) . Data processing in Smart PLS includes:

Convergent Validity. The convergent validity test consists of:

- a. Loading Factor: Loading factor is the correlation between indicators and their latent constructs. According to Ghazali(2021) , the loading factor is considered valid if the value is above 0.6.
- b. Average Variance Extracted (AVE): AVE is the sum of the average variance or discriminant values that have been summed with each item in dividing the measurement by another. According to Ghazali(2021) the Average Variance Extracted (AVE) value must be greater than 0.5.

Discriminant Validity

- a. Fornell Locker criteria: The correlation value between variables with themselves must be greater than the correlation value between variables with other variables (Ghozali, 2021) .

b. Cross Loading: Cross Loading is the correlation of constructs with indicators that are higher than other constructs, this indicates that the latent construct predicts its size better than other blocks (Ghozali & Latan, 2015) .

c. Reliability Test: Reliability test is conducted to prove the accuracy, consistency, and accuracy of the instrument in measuring constructs. To be considered reliable, the composite reliability value and Cronbach's alpha value must be above 0.70 (Ghozali, 2021) .

Structural Model Evaluation

a. Structural Model Evaluation is used to analyze the following values: R-Square The R-square value can be used to explain the effect of certain exogenous latent variables on endogenous variables that have a substantive effect. R-square values of 0.75, 0.50, 0.25 can be concluded as strong, medium, and weak models (Ghozali, 2021) .

b. Predictive Relevance Predictive Relevance is a value that measures whether the observations in this study are good or bad. If the Q2 value is greater than 0, then the observations made have good value (Ghozali, 2021) .

c. Model Fit Model fit is done to determine the feasibility of the research model made. An NFI value close to 1 or 100% will make the model more feasible (Ghozali & Latan, 2015) .

d. T-Statistic (Bootstrapping) The T-statistic value through Bootstrapping is used to test the significance of the relationship between variables. The relationship is considered significant if it is greater than 1.96 (Ghozali & Latan, 2015) .

Simultaneous Hypothesis Testing

The F test aims to find whether the independent variables together (simultaneously) affect the dependent variable. The F test was conducted to see the effect of all independent variables together on the dependent variable. The level used is 0.5 or 5%. Hypothesis testing can be seen by calculating the regression model and can be seen through the ANOVA summary in Smart PLS 4.0. The criteria for accepting or rejecting a hypothesis in SmartPLS are if the P-value (<0.05) then the hypothesis is accepted, if the P-value (>0.05) then the hypothesis is rejected.

The operational definitions of the variables used in this study are as listed in Table 2.

Table 2: Operational Definition of Variables

No.	Variables	Statement	Indicator
1	Post Content	16 Items	1. Credibility 2. Ease of sharing 3. Helpful 4. Interesting 5. Relevance to the audience 6. Having something different 7. On time 8. Displaying the brand (Simon, 2016)
2	Testimonial	3 Items	1. Credibility

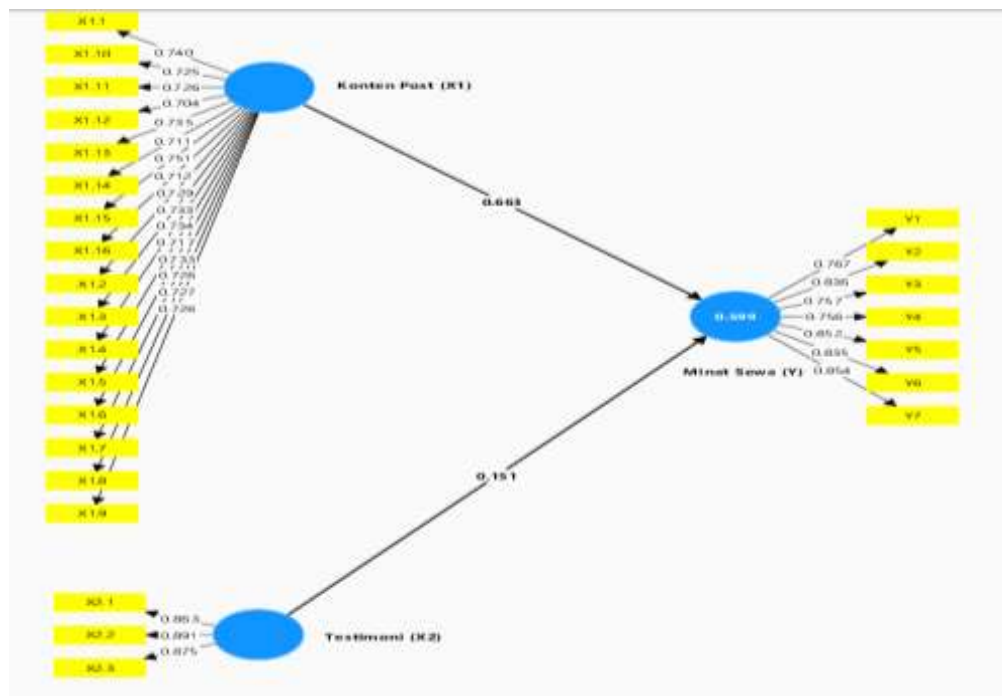
			2. Strong and logical argumentation (Srimayasandy, 2021)
3	Rental Interest	7 Items	1. Interest in transacting 2. Interest in referring to others (Mustika Inong & Ratnaningtyas, 2021)

4. Findings And Discussions

Data Processing Results Using Smart-PLS 4.0

Convergent Validity. The following is the output of data processing using Smart PLS

Outer Model



Loading Factor

Based on Figure 1, the Loading factor value for each indicator of the Post Content, Testimonial, and Rental Interest variables can be seen in the following table:

Table 3. Primary Data, SmartPLS 4.0 Output (2024)

Variables	Indicator	Outer Loading
Post Content	X1.1	0.740
	X1.2	0.725
	X1.3	0.726
	X1.4	0.704
	X1.5	0.735
	X1.6	0.711

	X1.7	0.751
	X1.8	0.712
	X1.9	0.729
	X1.10	0.733
	X1.11	0.734
	X1.12	0.717
	X1.13	0.733
	X1.14	0.726
	X1.15	0.727
	X1.16	0.726
Testimonial	X2.1	0.863
	X2.2	0.891
	X2.3	0.875
Rental Interest	Y1	0.767
	Y2	0.836
	Y3	0.757
	Y4	0.756
	Y5	0.852
	Y6	0.835
	Y7	0.854

Indicators are considered valid in terms of convergence if they have an outer loading value greater than 0.6 (Ghozali, 2021) .

Average Variance Extracted (AVE)

The following is the AVE value generated from data processing using SmartPLS 4.0.

Table 4. Primary Data, SmartPLS 4.0 Output (2024)

Name of Variable	AVE Values
Post Content	0.528
Testimonial	0.655
Rental Interest	0.768

Based on table 4, it can be seen that each of these variables has an AVE value above 0.5. This shows that each of these variables has a validity value that is said to be good.

Discriminant Validity Test

Table 5. Primary Data, SmartPLS 4.0 Output (2024)

Indicator	Post Content (X1)	Testimonials (X2)	Rental Interest (Y)
X1.1	0.740	0.477	0.492
X1.2	0.729	0.473	0.517
X1.3	0.733	0.486	0.427
X1.4	0.734	0.536	0.602
X1.5	0.717	0.429	0.515

X1.6	0.733	0.463	0.593
X1.7	0.726	0.414	0.488
X1.8	0.727	0.613	0.593
X1.9	0.726	0.497	0.602
X1.10	0.725	0.475	0.587
X1.11	0.726	0.541	0.583
X1.12	0.704	0.410	0.538
X1.13	0.735	0.489	0.492
X1.14	0.711	0.422	0.562
X1.15	0.751	0.620	0.631
X1.16	0.712	0.512	0.598
X2.1	0.591	0.863	0.547
X2.2	0.582	0.891	0.498
X2.3	0.613	0.875	0.535
Y1	0.544	0.289	0.767
Y2	0.657	0.496	0.836
Y3	0.522	0.328	0.757
Y4	0.541	0.434	0.756
Y5	0.672	0.594	0.852
Y6	0.666	0.517	0.835
Y7	0.696	0.661	0.854

Based on table 5, it shows that the outer loading value of each indicator on its variable has a higher value than its relationship with other variables. The results of the cross loading calculation above show that the validity of the research from discriminant validity shows good validity.

Reliability Test

Table 6. Primary Data, SmartPLS 4.0 Output (2024)

Variables	Cronbach's Alpha	Composite Reliability	Description
Post Content (X1)	0.941	0.947	Reliable
Testimonials (X2)	0.912	0.930	Reliable
Rental Interest (Y)	0.849	0.909	Reliable

Based on table 6, it shows that the Cronbach's Alpha value of all the variables above is said to be reliable because it has a value above 0.7 and the Composite Reliability value of all variables has a value above 0.6, so the questionnaire can produce a stable and constant measure.

Structural Model Analysis (Inner Model)

Coefficient of Determination R² (R-Square)

Table 7. Primary Data, SmartPLS 4.0 Output (2024)

Variables	R Square	R Square Adjusted	Criteria
Rental Interest (Y)	0.599	0.591	Strong

Based on Table 7, it can be interpreted that the effect of Post Content and Testimonials @sewakebayapalembang on rental interest is 59% while the remaining 41% is influenced by other variables not included in the study.

Predictive Relevance Q² (Q-Square)

Table 8. Primary Data, SmartPLS 4.0 Output (2024)

Dependent Variable	R-Square	1-R ²	Predictive Relevance Q ²
Rental Interest (Y)	0.599	0.401	0.599

Based on table 8, the Q² value of rental interest (Y) is $0.599 \geq 0$. It is known that the value of the model is greater than 0.35, so it is concluded that the relevance of the model prediction is strong.

Model Fit Test

Table 9. Primary Data, SmartPLS 4.0 Output (2024)

	Saturated Model	Estimated Model
SRMR	0,074	0,074

Based on Table 9, it shows that the SRMR value of the model is declared good because the saturated model and estimated model have a value below 0.08, so the model can be said to be perfect fit and is suitable for testing the research hypothesis.

Hypothesis Test Analysis

Table 10. Path Coefficient, SmartPLS 4.0 Output (2024)

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
Post Content (X1) → Rental Interest (Y)	0.663	0.643	0.121	5.481	0.000	Accepted
Testimonials (X2) → Rental Interest (Y)	0.151	0.155	0.091	1.989	0.048	Accepted

Based on Table 9, it can be explained that the results of the path coefficient value can be tested for the direct effect hypothesis as follows:

1. Post content has a positive and significant effect on Rental Interest with an original

sample (O) value of 0.663 and P-values <0.05 , namely $0.000 <0.05$ with t-statistics $> t$ -table, namely $5.481 > 1.97$. Based on these results the first hypothesis (H1) is accepted.

2. Testimonials have a positive and significant effect on Rental Interest with P-values <0.05 , namely $0.048 <0.05$ with t-statistics $> t$ -table, namely $1.989 > 1.97$. Based on these results the second hypothesis (H2) is accepted

Simultaneous Hypothesis Testing (F Test)

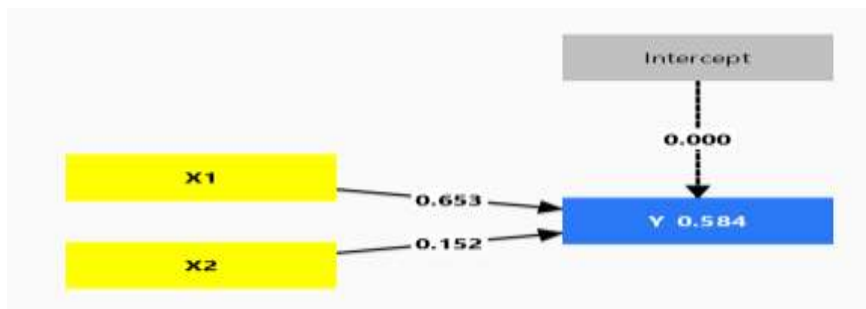


Table 10. F test, SmartPLS 4.0 output (2024)

	Sum square	df	Mean square	F	P value
Total	281389.640	99	0.000	0.000	0.000
Error	116933.777	97	1205.503	0.000	0.000
Regression	164455.863	2	82227.931	68.210	0.000

Based on Table 10, it can be seen that the P-value is 0.000 (<0.05) and the Sum Square value shows a positive value. So it can be stated that H3 is accepted, namely that there is a positive and significant influence between the Post Content and Testimonial variables on rental interest.

Effect of Post Content on Rental Interest. Effect of Post Content on Rental Interest The significance level is 0.000 t-table, which is 5.481 in the Smart PLS T-test analysis. As a result, it can be said that the post content variable affects the tenant's desire to rent a kebaya. Post content on the @sewakebayapalembang Instagram account can influence rental interest because it is considered informative and credible for followers of its Instagram account. Respondents' answers to the statement item "video and photo content on Instagram @sewakebayapalembang is convincing and makes sense" were dominated by strongly agreeing as much as 75% and on the statement item "product information on content on Instagram @sewakebayapalembang is clear and reliable" were dominated by strongly agreeing as much as 70%. The results of this study are supported by research Prasetya et al.,(2024) and Lee(2024) content has a significant effect in a visually appealing way, inserting *storytelling* elements, and encouraging interaction with followers can be the key to increasing buying interest while influencing consumer decisions. Good marketing content has a significant positive effect on purchase intention (Indrawati & Rahmah, 2023; Lailiyah et al., 2023)

The Effect of Testimonials on Rental Interest. The effect of Testimonials on Rental Interest The significance level is 0.048 t-table which is 1.989 in the Smart PLS T-test analysis and the significance value is $0.000 <0.05$, meaning that H_a is accepted and H_0 is rejected, as a result of the T-test analysis. As a result, it is concluded that the testimonial factor significantly increases the tenant's desire to rent. Testimonials have a significant effect on rental interest because the testimonials shared are positive experiences from other consumers so that they can convince

potential customers. Testimonials from GV Kebaya consumers through pictures or videos accompanied by interesting comments have a positive impact so that they influence consumers to make rental decisions. It can be seen from the respondents' answers to the statement "the positive experiences and comments shared on Instagram @sewakebayapalembang convinced me to rent a kebaya" dominated by strongly agreeing as much as 60% and agreeing as much as 40%. Research conducted by Dhaefina et al.,(2021) states that testimonials on Instagram social media have a positive influence on consumer buying interest in Lemonilo instant noodle products, although the effect is not significant. This is in line with the findings of Satrio & Pudjoprastyono(2022) that testimonials have a big influence on consumer interest in making purchases, the more interesting and credible the testimonials received by consumers, the more interest in buying consumers will increase the number of sales turnover at Toko Seikat kembang Madiun.

The Effect of Post Content and Testimonials on Rental Interest. Based on the results of the F test using SmartPLS version 4.0 on the ANOVA summary, the P-value is 0.000. This shows that the P-Value <0.005, so it can be concluded that the independent variables, namely post content and testimonials, have a significant influence on the dependent variable, namely rental interest. Thus, the hypothesis stating that post content and testimonials have a significant effect on business success can be accepted. This finding is in line with Prajarini & Sayogo's research(2021) , which shows that post content in the form of high-quality product photos that display real product usage is able to attract the attention of potential customers to seek further information and influence purchasing decisions. These results are also consistent with the studies of Eka et al.(2021) and Satrio & Pudjoprastyono(2022) which state that testimonials have a positive and significant influence on consumer purchase interest.

5. Conclusion

From the results of research and data analysis, it can be concluded that the content of Instagram posts from @sewakebayapalembang significantly affects consumer rental interest and directly affects rental decisions. Vice versa, testimonials also have a significant effect on rental interest. To increase rental interest and rental decisions, it is recommended to implement strategies such as creating high-quality content, building emotional connections with audiences, offering special promotions and discounts, and collaborating with influencers, among other strategies. The implications of this study suggest that GV Kebaya should focus on marketing strategies that can increase consumers' rental interest, as rental interest has been shown to be an important factor that guides consumers towards rental decisions. While engaging Instagram content can increase rental interest, further efforts are needed to ensure that this interest translates into actual rental decisions.

References

- Amrullah, H. F., Bate, A. P., & Prasetyo, K. (2024). Construction of Personal Identity for Outside Baduy Citizens on Instagram Social. *E-Bangi Journal of Social Science and Humanities*,21 (1). <https://doi.org/10.17576/ebangi.2024.2101.02>
- Ananda, I. G. N. Y. A., & Wisudawati, N. N. S. (2022). The Influence of Social Media Marketing, Content Marketing and Brand Image on Instagram Toward Buying Interest (A Case Study on Consumer at Dahlia Beauty Salon). *Journal of Management Study Program*, 10(1), 38–50.

- Choirunnisa, N. A., & Walyoto, S. (2023). The influence of post content and testimonials on Instagram social media on consumer buying interest in automotive industry products. *Journal of Economics and Business Research (JUEBIR)*,2 (1), 1-13. <https://doi.org/10.22515/juebir.v2i1.7296>
- Dhaefina, Z., Nur AR, M., Pirmansyah, & F. Sanjaya, V. (2021). The Effect of Celebrity Endorsement, Brand Image, and Testimonials on Consumer Purchase Intention for Lemonilo Instant Noodle Products on Instagram Social Media. *Journal of Management*, 7(1), 43–48.
- Eka, C., Fatahillah, R., Sarsono, A., Hanavi, A., & Sitorus, P. (2021). The Influence of Post Type, Post Time, Testimonials and Instagram Followers on Consumer Purchase Interest: The Influence of Post Type, Post Time, Testimonials and Instagram Followers on Consumer Purchase Interest. *MASTER: Journal of Entrepreneurial Strategic Management*,1 (1), 91-100. <https://doi.org/10.37366/master.v1i1.158>
- Ghozali, I. (2021). *Partial Least Square Concepts Techniques and Applications Using the SmartPLS 3.2.9 Program for empirical research*. Publishing Agency-Undip.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Consents, Techniques and Applications of SmartPLS 3.0 (3rd ed.)*. BP UNDIP.
- Gina Shafira Nurimani. (2022). Promotion Strategy on Social Media in Attracting Interest in Buying Clothing Products. *Journal of Communication Management Research*,2 (1), 54-58. <https://doi.org/10.29313/jrmk.v2i1.1007>
- Indrawati, I., & Rahmah, Z. (2023, March 9). The Influence of Instagram Marketing on Customer Purchase Intention through Customer Inspiration (Study on Telkomsel Postpaid in Java, Indonesia). *Proceedings of the International Conference on Industrial Engineering and Operations Management*. 13th Annual International Conference on Industrial Engineering and Operations Management, Manila, Philippines. <https://doi.org/10.46254/AN13.20230434>
- Irwan, & Adam, K. (2015). Partial Least Square (PLS) Method and Its Application (Case Study: Analysis of Customer Satisfaction with PDAM Service Unit Camming Kab. Bone). *Technoscience Journal*, 9(1), 53–68.
- Lailiyah, N., Handini, Y., Sisbintari, I., Xu, S., Xavier, M., & Elliot, M. (2023). Influence of Instagram Content Marketing and e-wom on Consumer Purchase Decisions Through Buying Interest (Study on Ayucitra Gallery Consumers By Monokrom Jombang). *Journal Markcount Finance*,2 (1), 9-17. <https://doi.org/10.70177/jmf.v2i1.277>
- Lee, H. (2024). Interest-Based E-Commerce and Users' Purchase Intention on Social Network Platforms. *IEEE*,12 , 87451-87466. <https://doi.org/10.1109/ACCESS.2024.3417440>
- Michelle, A., & Susilo, D. (2021). The Effect of Instagram Social Media Exposure on Purchase Decision. *ETTISAL: Journal of Communication*,6 (1), 36. <https://doi.org/10.21111/ejoc.v6i1.6242>
- Muhiban, A., & Wartono, A. (2022). Utilization of Social Media to Increase Sales Volume at Mexalminuz Clothing in Kudus (Case Study: Use of Social Media Facebook and Instagram). *Journal of Technology Economics and Management*,6 (2), 267-279. <https://doi.org/10.35870/emt.v6i2.635>
- Mustika Inong, A., & Ratnaningtyas, H. (2021). Halal Label: Is It Important In Determining

Buying Interest? *JIMFE (Scientific Journal of Management Faculty of Economics)*, 07 (01).
<https://doi.org/10.34203/jimfe.v7i1.2929>

Prajarini, D., & Sayogo, D. (2021). The Effect of Instagram Post Design on Purchase Interest in Coffee Shop UMKM Products in Sleman Regency. *ANDHARUPA: Journal of Visual Communication Design & Multimedia*, 7 (01), 187-199.
<https://doi.org/10.33633/andharupa.v7i01.4139>

Prasetya, W., Bathesta, Y., Zahar, H., & Harwinda, A. (2024). Building Purchase Interest Through Instagram Content: Analysis of @mrocoffee Account. *E-Bangi Journal of Social Science and Humanities*, 21 (3). <https://doi.org/10.17576/ebangi.2024.2103.59>

Priansa, D. J. (2017). *Integrated marketing communications in the era of social media*. CV Pustaka Setia.

Purba, E., Purba, B., Syafii, A., Khairad, F., Damanik, D., Siagian, V., Ginting, A. M., Silitonga, H. P., Fitrianna, N., SN, A., & Ernanda, R. (2021). *Economic Research Methods*. Yayasan Kita Tulis.

Saputra, A. A., & Susilo, D. (2021). *Virtual Ethnography on the Ngalah Islamic Boarding School Instagram Business Account*. 3(2).

Satrio, R. D., & Pudjoprastyono, H. (2022). Analysis of the Effect of Testimonials and Endorsements on Purchase Intention at Seikat Kembang Madiun Store. *NUSANTARA: Journal of Social Sciences*, 9(2), 563–568.

Sembada, I. V., Bustam, B., & Hotimah, E. (2022). The Effect of Promotion and Testimonials on Purchase Intention of Lyfira Hijab Products Mediated by Trust: The Influence of Promotions and Testimonials on Purchase Intention of Lyfira Hijab Products is Mediated by trust. *EKOMABIS: Journal of Business Management Economics*, 3 (01), 21-30.
<https://doi.org/10.37366/ekomabis.v3i01.276>

Simon, K. (2016). *Praise for Digital Marketing Strategy-An Integrated Approach to Online Marketing*.

Srimayasandy, S. (2021). Logical fallacies of Argumentation in Testimonials on Homeshopping Television Shows. *Journal of Studies and Applied Media, Language, Communication*, 2(2).

Sugiyono. (2018). *Quantitative Research Methods*. Alfabeta.

Suhendra, S., Praja, Y., & Minullah, M. (2024). The Effect of Content Marketing on Instagram Social Media, Testimonials and Taglines on Purchase Intention with Trust as an Intervening Variable at Kedai Kamsitu in Situbondo District. *Journal of Entrepreneurship Students (JME)*, 3 (8), 1470. <https://doi.org/10.36841/jme.v3i8.5126>

Susilo, D., Putranto, T. D., & Navarro, C. J. S. (2021). Performance of Indonesian Ministry of Health in Overcoming Hoax About Vaccination Amid the COVID-19 Pandemic on Social Media. *Nyimak Journal of Communication*, 5(1), 151–166.

Syahrir, D., Yulinda, E., & Yusuf, M. (2020). *Application of SEM-PLS method in coastal and marine resource management*. PT IPB Press.

Wahyuni, S., Fourqoniah, F., & Arsyad, A. W. (2019). The Influence of @SMRFOODIES Instagram Content on Followers' Purchase Interest. *eJournal of Communication Science*, 7(1),

154–166.

Weber, L. (2009). *Marketing to the social web: How Digital customer communities build your business*. John Wiley & Sons, Inc.

Weinberg, T. (2009). *The new community rules: Marketing n the social web*. O'Reilly media Inc.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>)