

# ***The Effect of Instagram Social Media Exposure on Purchase Decision***

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## ***Abstract***

*This study aims to determine whether there is an effect of social media exposure from the @byooteofficial Instagram account on purchase decisions made by followers and to find out the magnitude of the influence. The concepts to be used in this study are media exposure, Instagram, and purchase decisions. The method of this study using a survey method with a quantitative approach that is explanative and the sample taken in this study is as many as 400 respondents. The results of this study, which used a simple linear regression test, showed that there was an influence between media exposure on purchase decisions on followers of the @byooteofficial Instagram account by 44% and another 56% influenced by other factors not examined in this study. Therefore, this study can be concluded that it has successfully answered the objectives of this study, namely the influence and how much influence the variable x (media exposure) has on the variable y (purchase decision).*

**Keywords:** *social media, Instagram, purchase decision, media exposure.*

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# **Pengaruh Eksposur Media Sosial Instagram Terhadap Keputusan Pembelian**

## **Abstrak**

Perkembangan media sosial sebagai medium komunikasi pemasaran meningkat signifikan pasca 2010. Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh terpaan media sosial dari akun Instagram @byooteofficial terhadap keputusan pembelian yang dilakukan followers dan untuk mengetahui besarnya pengaruh tersebut. Konsep yang akan digunakan dalam penelitian ini adalah media exposure, Instagram, dan keputusan pembelian. Metode penelitian ini menggunakan metode survei dengan pendekatan kuantitatif yang bersifat eksplanatif dan sampel yang diambil dalam penelitian ini adalah sebanyak 400 responden. Hasil penelitian yang menggunakan uji regresi linier sederhana menunjukkan bahwa terdapat pengaruh antara terpaan media terhadap keputusan pembelian pada followers akun Instagram @byooteofficial sebesar 44% dan 56% lainnya dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Dengan demikian, penelitian ini dapat disimpulkan telah berhasil menjawab tujuan penelitian ini, yaitu pengaruh dan seberapa besar pengaruh variabel x (terpaan media) terhadap variabel y (keputusan pembelian).

**Kata kunci:** *media sosial, Instagram, keputusan pembelian, terpaan media.*

## INTRODUCTION

Along with the development of the times, it is undeniable that social media greatly influences one's life (Saputra et al., 2021; Susilo et al., 2021). Social media can be said to have entered into a person's primary needs, from children to parents. So that social media is currently in a very high intensity of use in people's lives (Primasti & Dewi, 2018). This is also supported by data presented by Hootsuite and the marketing agency We Are Social which states that social media users have increased by 13% in the last 1 year (Ludwianto, 2021).

Social media is a means for someone to share information in the form of text, images, video, or audio with each other and with companies or vice versa (Kotler & Keller, 2009). Social media is currently not only used for personal interests but has become an important platform for a business/company to get closer to potential respondents and respondents (Daniel Susilo, 2021). People can spend 3 to 4 hours a day opening their social media. Therefore, at this time Instagram social media can be said to be very effective for those who have businesses and use this platform so that interesting content is needed so that people's purchase decisions can also be stimulated.

Quoted from related journals Satria & Suharyono (2017) which states that smart and critical consumers in deciding to purchase a product will be faced with various choices. Therefore, this study, especially the purchase decision variable, will be reviewed in more detail about what factors influence a person's purchase decision.

Based on the searches that researcher have done before, the research found data from We Are Social in January 2021 which shows the percentage of the most active social media accessed by residents in Indonesia. In this data, it is shown that Instagram has been ranked 3rd with the most users (Kemp, 2021).

According to data released by We Are Social in January 2021, the number of monthly active users of Instagram has touched 85,000,000 people. The data also shows that a quarter of Indonesia's population are active Instagram users, which is dominated by women by 52.4% and men by 47.6%. And according to research by researcher, the average amount of time a person spends accessing social media per day is around 3 hours 14 minutes (Kemp, 2021). This has prompted researcher to also examine whether the length of time a person accesses social media can influence a person's decision to do something or not.

Based on searches conducted by researcher, Byoote has entered first place as the best collagen drink among other brand collagen drinks (ProductNation, 2021). Byoote was launched by a well-known Youtube content creator, Listia Magdalena or commonly known as Paopao. Byoote is a collagen supplement with multivitamins. At present, it is not uncommon to find similar competitors, because it has been proven that this drink has been in demand by the Indonesian people for the past 1 year, such as Ever White, MS Glow, Diva Beauty Drink, etc. Byoote can also be said to be more attractive and in demand by the public, this can be seen from the number of followers owned by the @byooteofficial account as many as 144,000 people.

Quoted from a related journal which also explains that someone who is initially small can become big only with social media, or vice versa (Primasti & Dewi, 2018), so that from the beginning Byoote has been involved in social media in promoting its products (proven from the @byooteofficial Instagram account which has been formed since October 22, 2019), researcher are interested in finding out whether media exposure, especially the Byoote Instagram account, can be an aspect of respondents in making a purchase or not. Media exposure itself is the intensity of the audience affected by the messages spread by the media. Exposure is defined as hearing, seeing, and reading messages contained in a media or having experience and attention to messages that can occur to a person or a group (Ardianto, 2014). Media exposure generally talks about the use of media, both types of media, frequency of use and duration of use which will be discussed further in chapter 2.

As one of the social media with an increasing number of users every day, Instagram is considered to have an influence on its users. From year to year, it can be seen that Instagram social media users continue to increase significantly, therefore researchers believe that the more Instagram users, the more influence of media exposure. In this case, the researcher focuses on the @byooteofficial Instagram account because they have used the Instagram platform since its inception in promoting its products, namely October 22, 2019, so the researchers want to find out whether the media exposure from Instagram @byooteofficial itself has a significant impact on purchases. the decision of his followers or not.

Based on the background and problem formulation above, the following research questions can be formulated: (1) What is the effect of Instagram social media exposure on purchase decisions on followers of the @byooteofficial account?, (2) How much influence does Instagram's social media exposure have on purchase decisions on followers of the @byooteofficial account?

And based on the research questions above, the research objectives can be arranged as follows: (1) To find out the effect of Instagram social media exposure on purchase decisions on followers of the @byooteofficial account, (2) To find out the magnitude of the influence of Instagram social media exposure on purchase decisions on followers of the @byooteofficial account.

## LITERATURE RESEARCH

In compiling this research, researcher have found 4 other similar studies consisting of 3 journals and 1 thesis. The researches below have been read in their entirety in order to see the relevance of concepts and theories similar to this research itself, starting from the discussion, research methods, similarities in one of the variables, and also the correlation between social media exposure and purchase decisions. The four previous studies that have been studied are aimed at obtaining references and obtaining comparisons between previous studies and the research being studied by the researcher.

At first, the researcher reads the four studies from the abstract, research objectives, research methods, to the final result of the study which shows the

influence of the variable  $x$  on  $y$  or not. There are 2 studies that both discuss social media exposure to an Instagram account, namely research 1 and 3. While research that discusses purchasing decisions is in research 1 and 2. Researcher also review research 4 so that researcher can also find out whether there is a relationship between the length of use of Instagram with the level of understanding of the content of the exposed message, which is in accordance with the indicator variable  $x$  of this study which discusses frequency, duration, and attention.

Several concepts and theories used in previous research have similarities with this research, namely social media, Instagram, media exposure and purchase decisions. All previous studies that have been reviewed by researcher also use quantitative research methods. The difference is in the nature and type of research, where there are 2 studies, namely research 2 which uses descriptive analysis, and research 4 which uses associative research using a multiple-cross sectional analysis approach.

The researcher also found the results and conclusions from previous studies that the four studies had a significant influence between the  $x$  variable and the  $y$  variable. Research 1 gives the result that there is a significant influence between social media exposure and perceived value on purchasing decisions on followers of the Vans Indonesia Instagram account. Research 2 gives the results that simultaneously, the promotion strategy carried out from Mboktaya's social media also has a significant influence on Mboktaya's culinary purchasing decisions. Research 3 explains that social media exposure to the

@Exploresiak account also has an impact of 50.6% on the interest in tourist visits to Siak Sri Indrapura. In addition, the last study, namely Research 4 which explains the existence of a significant relationship between the level of use of Instagram with a person's level of understanding.

This certainly supports the theories and concepts used by researcher in this study, namely:

### Social Media

Social media is the media used by respondents for text, image, sound, and video-based information both with other people and companies and vice versa (Kotler & Keller, 2016). In this study, the researcher saw that social media was used as a means of disseminating product content/information to be shared with the public or expected purchase decisions from the community (followers of the account).

In this case, the @byooteofficial Instagram account is one of the social media used by a team to provide information about products, attract people's attention, and lead people's opinions and decisions on Byoote's own products. In this regard, of course, the message that the account owner wants to convey to the target must be packaged in a clear, attractive way so that it can be understood and the message can be received correctly.

### Instagram

Instagram is a social networking site for sharing photos that were created in October 2010 (Albarran, 2013). Instagram is one form of media advancement that utilizes mobile phone technology and the internet. Currently, the use of Instagram is

very loved by the Indonesian people today. This is evidenced by data reported from We Are Social in January 2021, where the number of monthly active Instagram users has touched 85,000,000 people. The data also shows that a quarter of Indonesia's population is Instagram users, dominated by women at 52.4% and men at 47.6%.

### Media Exposure

Media exposure is the use of media consisting of the amount of time spent in various media, types of media content, media consumed, or the media as a whole (Kriyantono, 2014).

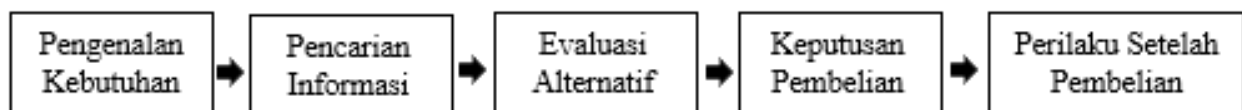
From the above understanding, researcher can conclude that media exposure can be seen from the intensity of a person's time when using certain media. Media exposure can not only be examined from whether someone is close to the presence of the media, but also about the person's openness to messages

in the media. Media exposure itself is an activity such as listening, viewing, and reading mass media messages or having experience and attention to these messages which can occur at the individual or group level. Media exposure can be measured through the following dimensions: (a) Frequency: How often the audience uses the media and consumes the content of the media message, (b) Duration: How long the audience uses the media and consumes the content of the message, (c). Attention: The level of attention given by the audience when using the media and consuming the content of the media message.

### Purchase Decision Process

The purchasing decision is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them (Paul & Olson, 2013).

Picture 1. Purchase Decision Process



Source: (Kotler & Keller, 2009)

The following is an explanation of the picture of the buying decision process above:

Recognition of needs: This is the initial stage of the buyer's decision process, where the respondent is aware of a problem or need. Information search: is the stage of the buyer's decision process where the respondent wants to find more information. Evaluation of alternatives: This is the stage of the buyer's decision process

where respondents use the information to evaluate alternative brands in many choices. Purchase decision: is a buyer's decision about which brand is the most preferred, but two factors can be between purchase intention and purchase decision. Post-purchase behavior is the stage of the buyer's decision process in which the respondent takes further action after the purchase, based on their satisfaction or dissatisfaction.

As explained by the buying decision model above, there are only 4 points that will be used in this study, namely points 1-4. Because the researcher will only examine the purchase behavior, not post-purchase behavior.

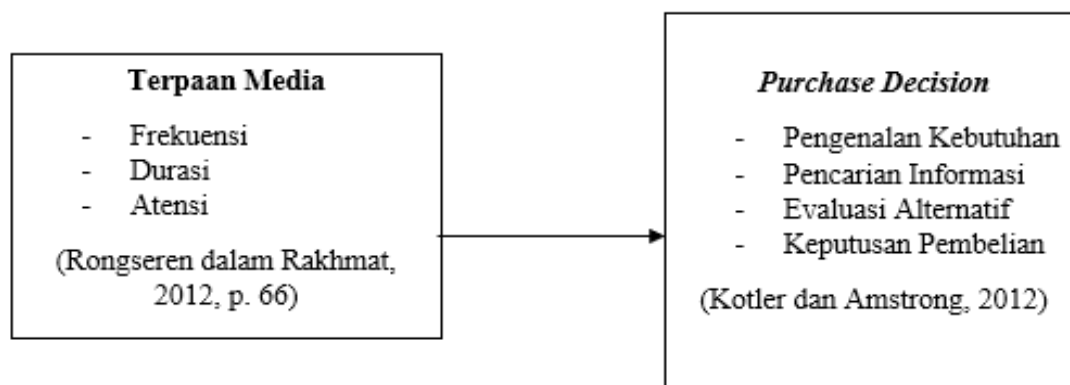
Based on the theoretical framework that has been described by the researcher above, there are two hypotheses that describe the temporary answers in this study, namely:

*H0: There is no effect of exposure to Instagram @byooteofficial social media on the purchase decision of their followers.*

*Ha: There is an influence from the exposure of Instagram @byooteofficial social media on the purchase decision of their followers.*

There are two variables that will be examined in this study, namely variables (X) and (Y). Variable (X) is the cause, namely the influence of social media exposure. The variable (Y) is the result of the variable (X), namely the purchase decision from followers of the @byooteofficial Instagram account. Here's the description in chart form:

Picture 2. Research Flow



Source: (Researcher's Data, 2021)

## METHOD

This study used quantitative methods. With quantitative research methods, the use of existing numbers will produce data that can affect variables and how much influence these variables have. The paradigm used in this study is positivistic. In this study, logic was combined by making empirical observations and followed by observations to produce objective results on causation that were used to examine certain social phenomena (Neuman, 2013; D. Susilo et

al., 2019; Daniel Susilo & Putranto, 2018).

The nature of this research is explanatory research, which means research that explains the position between the variables studied and the relationship between one variable and another through hypothesis testing that has been formulated (Sugiyono, 2016a).

The research method in this study is a survey method. The survey method is a research method using a questionnaire as an instrument of data collection. Has the

aim of obtaining respondent data that is the voice/thought of the selected population and in accordance with the environment of the object of research (Kriyantono, 2014). The questionnaire is a data collection tool that contains a list of statements that must be filled out by the respondent. The results will be processed using SPSS software, in order to get the final results of the research which will later be processed into a conclusion (Kriyantono, 2014).

The object in the study entitled "The Effect of Instagram Social Media Exposure on Purchase Decision" is Instagram's social media exposure which focuses on the @byooteofficial account. Byoote is a good beauty supplement that also needs the right composition. Byoote contains Glutathione Grade A, Collagen, Blue Algae, Snow Algae, Green Algae, Vitamin C, and Vitamin B. Byoote is also processed using technology originating from Japan (Byoote, 2021b). Byoote was founded by Listia Magdalena known as Paopao with her personal background. Listia is someone who became a victim of 17 stabbings by her own friend in 2010 which caused many scars on her body. Listia has tried various treatments to cover her scar. Finally, Listia was inspired and decided to make this Byoote Collagen because she herself had tried consuming collagen and it had a good effect on her scars (Byoote, 2021b).

The population that the researcher has determined is followers of the @byooteofficial account, which counts for 144,000 people (as of September 17, 2020) (Byoote, 2021a). Population is an aspect consisting of objects and subjects that have certain qualities and characteristics and have been determined by researcher

to be studied and researched, so that later conclusions can be drawn (Sugiyono, 2016a).

The sample is part of the number and characteristics possessed by a population (Sugiyono, 2016a). The sampling technique used by researcher in this study is the purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2014). The sample selection is selected by determining several conditions, as follows:

1. Following @byooteofficial on Instagram
2. Female or male
3. Age between 17-50 years
4. Knowing Byoote's products and the account

To calculate the sample size to be taken in this study, the research using the Taro Yamane's formula. And from the calculations that have been done, the number of samples to be taken in this study is 400 respondents.

Picture 3. Taro Yamane's Formula

$$n = \frac{N}{Nd^2 + 1}$$

Keterangan:

- n = jumlah sampel  
 N = jumlah populasi yang diketahui  
 d = presisi yang ditetapkan

Source: (Sugiono, 2010)

Based on the method of preparing the questions, this questionnaire technique is divided into 2, namely open and closed questionnaires. While this research refers to the use of closed questionnaires, and the questions that have been written

have provided answer choices so that respondents who receive can directly choose one of the answers that have been provided by the researcher.

In addition, this questionnaire uses an Ordinal scale & a Likert scale.

The ordinal scale is a measurement scale that not only states a category but also states a rating that is measured with the aim of providing information in the form of a value in an answer (Sugiyono, 2016a). Likert scale is a scale used to measure attitudes, opinions, and perceptions of a person or group about a phenomenon (Sarwono, 2006). The Likert scale usually provides four to seven choices in the following format:

Table 1. Likert Scale

Skala	Skor
Sangat Tidak Setuju	1
Tidak Setuju	2
Setuju	3
Sangat Setuju	4

Source: (Sarwono, 2006)

Researcher categorize the results of the Likert scale as follows:

- Strongly disagree means to be at a very high level.
- Disagree means to be at a high level.
- Agree on means to be at a low level.
- Strongly agree on means to be at a very low level.

In using a quantitative approach, validity and reliability tests are absolute requirements and must be met (Sarwono, 2006). Because the results will determine the quality of the results of this study and

the generalization of the use of similar methods.

A validity test is a test conducted on the contents of an instrument to measure whether the instrument used in a study is appropriate or not (Sugiyono, 2016a). In this study, the researcher used the Pearson correlation validity test. Conducting a validity test, namely testing the significance by comparing  $r$  table and  $r$  count for the degree of freedom ( $df$ ) =  $n-2$  (Ghozali, 2016).

While the reliability test is a symptom that appears in the first data collection that persists or does not change in the second measurement and so on when the same tool is used (Azwar, 2012). This reliability test can be measured by comparing the results of statistical reliability testing with a reliability table based on the level of Cronbach's Alpha value (Ghozali, 2016).

## RESULT AND DISCUSSION

At the time before the researcher distributed the questionnaire to 400 people, the researcher must have tested the validity and reliability of the statements in the questionnaire by taking 25 people as a test sample. The researcher analyzed the 25 people using the IBM SPSS Statistics 25 application. The validity and reliability testing of the pre-test was conducted to determine whether the statements prepared by the researcher could be proven valid and reliable for distribution. A validity test is a test conducted on the contents of an instrument to measure whether the instrument used in a study is appropriate or not (Sugiyono, 2016b). In this study, the researcher used the Pearson correlation



validity test, then the error tolerance level in the validity testing process was 5% or 0.05, and the Pearson table  $r$  value for  $n = 25$  was 0.396. Therefore, in the end, only statements that have a value of  $r$  count more than  $r$  tables can be said to be valid. Based on the validity test that has been carried out, there are 7 statements on the media exposure variable (X) and 12 statements on the purchase decision variable (Y) which has a calculated  $r$ -value  $> r$  table that has been set by the researcher with a significance level of 5%. This can indicate that **the 19 statements that have been compiled by the researcher are valid.**

In addition, researcher have also conducted reliability tests for the 19 compiled data. Reliability test is a symptom that appears in the first data collection that persists or does not change in the second measurement and so on when the same tool is used (Azwar, 2012). The reliability test refers to the Cronbach's Alpha value which is greater than the  $r$  table, so if this happens, the research instrument can be declared reliable. Based on the reliability test that has been carried out, there are 7 statements on the media exposure variable (X) and 12 statements on the purchase decision variable (Y) which has a Cronbach's Alpha value greater than the  $r$  table which is 0.886 for the media exposure variable (X) and 0.901 for the purchase decision variable (Y). Therefore, **the level of reliability of the two variables in this study can be concluded to have a high level.**

In the normality test stage, the researcher passed the graphical and

statistical analysis stage. Graph analysis can determine whether data is normally distributed or not by looking at the direction of the line on the P-Plot graph or probability plot. The basis for drawing conclusions through the graph is as follows:

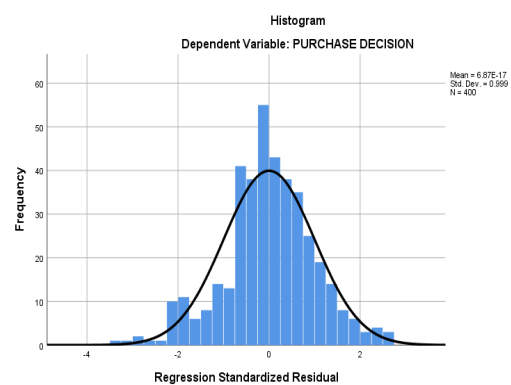
- If the scattered data follows the indicated diagonal line, then the regression meets the assumption of normality.
- Meanwhile, if the scattered data does not follow the stated diagonal line, then the regression does not meet the assumption of normality.

While the statistical analysis that can be used to test the normality of the residuals is to use the One-Sample Kolmogorov-Smirnov Test statistical test by setting a significance value of 0.05. This test can be done if you start by making the following hypothesis (Ghozali, 2016):

*H<sub>0</sub>, if the calculated significance value is  $> 0.05$ , then the data can be said to be normal.*

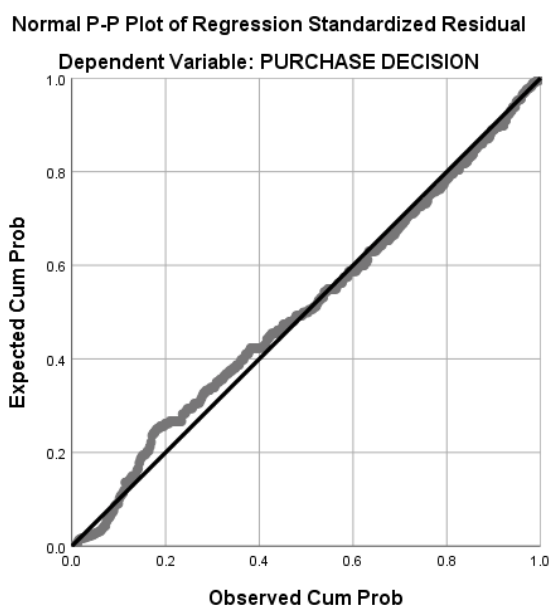
*H<sub>a</sub>, if the calculated significance value is  $< 0.05$ , then the data cannot be said to be normal.*

Picture 4. Histogram of Normality Test



(Researcher's Data, 2021)

Picture 5. P-Plot of Normality Test



(Researcher's Data, 2021)

In this study, on the histogram graph, the researcher also found that the resulting curve was bell-shaped and not skewed to the left or right, as well as on the p-plot graph whose results spread far along the diagonal line and did not follow the direction of the indicated diagonal line (Ghozali, 2016). Therefore, from the two images, it can support that **the data distributed in this study are normal.**

Table 2. The Result of Simple Linear Regression Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663 <sup>a</sup>	.440	.438	5.71536

a. Predictors: (Constant), MEDIA EXPOSURE

b. Dependent Variable: PURCHASE DECISION

Source : (Researcher's Data, 2021)

In addition, researcher have also conducted a simple linear regression test to determine the influence between the x variable and the y variable, as well as the magnitude of the effect. Simple linear regression analysis is a simple regression-based on a functional or causal relationship of one independent variable with one dependent variable (Sugiyono, 2016b). After doing it, the results from it indicate that the media exposure variable (X) has an

influence on the purchase decision variable (Y) and the magnitude of the effect is 44% (can be seen in the table above) on the purchase decision variable (Y), where the other 56% is influenced by other factors that not included in this study.

The results of the simple linear regression test also show a t-count value of 17.677, where in the t-table the significance value of 0.05 is 1.966 or  $17.677 > 1.966$ . Therefore, from the t-count value which is

greater than t-table, it can be concluded that this research, especially the media exposure variable, has a significant influence on the purchase decision variable. In addition, in the simple linear regression test, the results show that there is an increase in the purchase decision variable (Y) of 1.183 if there is the same increase in the media exposure variable (X).

The above of course also supports the theory put forward by Rongseren (quoted in Rakhmat, 2012, p. 66). Media exposure is basically supported by 3 dimensions, namely duration, frequency, and attention. In this study, the indicator/dimension of duration is more directed to how often respondents open the Instagram application in 1 day. While the frequency dimension refers more to how often respondents see, read, watch content provided by the @byooteofficial account. In addition, the attention dimension measures the respondent's level of attention to the content available by interacting with the @byooteofficial account. Researcher feel that these three dimensions are sufficient to measure media exposure carried out by the @byooteofficial account on Instagram.

The results of the regression test for the dimensions of the media exposure variable show that the frequency dimension has an influence on the purchase decision variable (Y) of 33.4%. This shows that it is not uncommon for respondents who are followers of Byoote accounts to not interact with the content provided by Byoote on their Instagram accounts. Therefore, in Table 4.32 it can be seen that the attention dimension has the lowest influence on the purchase decision variable (Y) of 32.8%. This can be influenced by the lack of interactive content

on the @byooteofficial Instagram account, researcher have also conducted research and found a lot of informative and hardsell content on the Byoote account. This can be caused by a lack of interaction and attention of respondents to the content provided by the Byoote account on Instagram.

Respondents' answers in the purchase decision variable (Y) also support the theory of the purchase decision process, which is divided into 4 dimensions in this study, including need recognition, information search, alternative evaluation, and purchase decisions. The majority of respondents said they "agree" to Y8's statement "I feel the need to consume collagen drinks.", so it can be concluded that the majority of respondents have a high awareness of their needs for collagen drinks. The majority of respondents said they "Strongly Agree" with Y9's statement "I've been looking for information about collagen drink product brands.", Y10 "I've looked for benefits about collagen drinks.", Y11 "I've looked for collagen drink products on Instagram.", so it can be concluded that the majority of respondents are very high and quite intense in searching for information about collagen drinks.

In comparing similar products, the majority of respondents also answered "Strongly Agree" to Y14's statement "I compared Byoote-like collagen drinks from other people's reviews.", so from this answer it can be concluded that the role of influencers and testimonials from Byoote consumers uploaded to the Instagram platform is in fact influence the purchasing decisions that will be taken by the next potential customers/Byoote followers on Instagram. This can be supported by the

respondent's answer to statement Y16 "I bought Byoote products because they were influenced by friends/influencers." the majority answered the option "Agree". On the Y18 statement "I bought Byoote from the website." and the Y19 statement "I bought Byoote from a distributor." the majority of respondents answered both on the "Agree" option, but it can be seen from the percentage figures, namely 37.3% for the statement Y18 and 34.0% for the statement Y19. Therefore, it can be concluded that the majority of respondents buy more Byoote products from the Byoote website itself.

Byoote is a good beauty supplement that also needs the right composition. Byoote contains Glutathione Grade A, Collagen, Blue Algae, Snow Algae, Green Algae, Vitamin C, and Vitamin B. Byoote is also processed using technology originating from Japan (Byoote, 2021b).

This may be due to a lack of interactive content on the @byooteofficial Instagram account; however, researchers have conducted research and discovered a lot of informative and hardsell content on the Byoote account. This could be due to a lack of interaction and attention from respondents to the content provided by the Byoote Instagram account (Susilo et al, 2021).

## CONCLUSION

The research entitled "The Effect of Instagram Social Media Exposure on Purchase Decision (Case Study on @byooteofficial Followers)" aims to find out the influence and magnitude of the influence of the media exposure variable on the purchase decision variable.

Based on processed data from 400 respondents who were processed using IBM SPSS Statistics 25, there are research results that answer the research objectives as follows:

1. There is an effect of exposure to Instagram social media on purchase decisions on followers of the @byooteofficial account.
2. There is an influence of Instagram social media exposure on purchase decisions on followers of the @byooteofficial account by 44% with the other 56% being influenced by other factors not examined in this study.

And based on the research results, social media's exposure influence on purchase decision is significant. Therefore, it can be said that  $H_a$  in this study can be accepted, and  $H_0$  is rejected so that it can produce the following statement as the conclusion of this study: «**There is an effect of exposure to Instagram @byooteofficial social media on the purchase decision of followers.**».

## Benefits and Research Suggestions

Through this research, researchers hope to be able to contribute to the development of communication science, especially in media exposure and purchase decisions. In addition, it can also be useful as a reference material/complement similar research in the future.

Meanwhile, based on the research conducted and the results obtained by the researcher, the researcher realizes that there are still many theories and data completeness that are still lacking in an effort to perfect this research. In compiling, searching, collecting, and analyzing data,

the researcher is also aware of the many assistances from the supervisor who help to remind the missing details.

For further researcher who want to conduct similar research, starting from theory, to the method to be applied, the researcher hopes to be able to look for other dimensions, as well as create new variations in determining variables. Therefore, researcher hope that further research can provide new information, as well as new discoveries. The widespread use of social media today is still very interesting to investigate further on other variables such as brand awareness, brand identity, brand knowledge, and many more. Thus, the researcher believes and believes, and hopes that further research can be arranged better and perfectly.

And for @byooteofficial, the researcher suggests that Byoote can seek to increase the percentage of attention dimension by presenting interactive content that can trigger the interaction and attention of followers. Interactive content that researcher can suggest is such as this or that content, giveaway, guessing product, and others. Of course, researcher believe that this content can help increase the attention of @byooteofficial followers and potential followers who will come in the future.

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