Analysis Of The Influence Of User Experience and Digital Content Attraction On Instagram @Bara.Lpg On Customer Purchase Intention

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Article Info

ABSTRACT

Social media, especially Instagram, is an effective marketing tool in influencing consumer purchasing decisions. This study analyzes the influence of user experience and digital content attraction on customer purchase intention on the Instagram account @bara.lpg. The research method used was quantitative with multiple linear regression. Data was collected through an online questionnaire from 119 respondents who followed the @bara.lpg account. The results of the study show that user experience and digital content attraction have a positive and significant effect on customer purchase intention. The conclusion of this study confirms that a good user experience and engaging digital content can increase consumer buying interest. Therefore, @bara.lpg accounts are recommended to continuously increase the interaction and appeal of their content.

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1. INTRODUCTION

In recent years, the development of digital technology has changed the way businesses interact with customers. Social media is becoming a key platform in digital marketing, allowing companies to reach a wider audience more effectively. Social media plays a role in creating added value, increasing efficiency, and improving the customer experience. In the business world, social media is also an important instrument to build close relationships with consumers and strengthen online presence [1]. One of the most popular platforms for digital marketing is Instagram, which offers visual-based features to capture consumers' attention. In addition to Instagram, other platforms such as TikTok

are also increasingly used in digital marketing strategies due to the appeal of their interactive and video-based content.

Social media is a type of digital media that can be accessed by the public, allows interaction to be connected to each other and becomes a means of socialization that is beneficial for organizations and business actors in marketing strategies [2]. Instagram is used by companies to express brand creativity through visual elements, including high-quality images and engaging short videos. This aims to increase brand appeal and create higher customer engagement [3].

Therefore, an effective digital marketing strategy must optimize User Experience (UX) and Digital Content Attraction in order to increase user engagement and encourage customer buying interest.

User Experience (UX) refers to the overall experience that users feel when interacting with digital platforms. Factors such as ease of navigation, visual comfort, and interactivity greatly determine whether users will continue to interact with a platform or leave it [4]. Di sisi lain, Digital Content Attraction It deals with how content can capture the audience's attention and maintain their engagement with a brand [5].

This study aims to analyze the extent to which UX and Digital Content Attraction on Instagram @bara.lpg accounts affect Customer Purchase Intention. By understanding these factors more deeply, businesses can develop more effective digital marketing strategies and increase competitiveness in an increasingly competitive digital market.

2. LITERATURE REVIEW

2.1 User Experience (UX)

User experience refers to the overall experience of the user when interacting with a digital platform. ISO 9241-210 (2010) in the journal [6] states that User Experience is a person who uses a product, system, or service, while the definition of User Experience (UX) according to Deacon (2020) in the journal [7] is how the user feels or experiences the product, product development, and when using a product or service on a website.

The User Experience (UX) indicators according to Rodden et al. (2010) in the journal [8] are:

1. **Happiness**
   User satisfaction in interacting with the platform, including visual appeal.
2. **Task Success**
   The ability of the user to complete tasks quickly and effectively.
2. **Earning**
   The user's perception of the benefits and advantages of using the platform.
3. **Uptime**
   The reliability of the system in providing uninterrupted service.

2.2 Digital Content Attraction

Digital content is content in various formats, such as writing, text, images, video, and audio, which is converted into digital formats so that it can be read and shared easily through digital media devices such as laptops, tablets, or smartphones. [5]. In the context of Instagram. Digital Content focuses on how the content created and published on the platform can attract attention, build relationships with audiences, and influence their decision to buy or not to buy the products offered. As stated by Murdiani & Zaini (2024), Engaging digital content on social media can increase brand recognition, customer loyalty, and allow businesses to reach audiences in a more personalized way. This strategy often involves choosing a theme, visual style, message to be conveyed, and interaction techniques that encourage users to be more engaged.

According to Vionita Eka Legasari, et.al. in [9] there are 3 indicators of attraction in Instagram:

1. **Meaningful**

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Content must have a meaning that is relevant to the audience.
2. **Believable**
The content must be trustworthy and provide accurate information.
3. **Distinctive**
Content should have characteristics that set it apart from other content.

2.3 Customer Purchase Intention

Customer Purchase Intention is the tendency of consumers to make a purchase after interacting with a product or service. According to [10], buying interest is influenced by trust, information exploration, and satisfaction with the product.

According to Ali Hasan (2014) in the journal [11], there are six main indicators of Customer Purchase Intention:
1. **Belief**
Consumers have trust in a product or service.
2. **Exploration**
Consumers seek additional information about the product before purchasing.
3. **Consistency**
Consumers are not looking for other alternatives after finding a suitable product.
2. **Interest**
Consumers show interest in buying products.
2. **Recommendations**
Consumers are willing to recommend products to others.
3. **Expectations**
Consumers have expectations of satisfaction after purchase.

3. METHOD

This study aims to analyze the influence of User Experience and Digital Content Attraction on Customer Purchase Intention on Instagram @bara.lpg. Data was collected through the distribution of questionnaires to respondents who were followers of the @bara.lpg Instagram account. The data obtained were then analyzed using descriptive statistical techniques, classical assumption tests, multiple linear regression, and hypothesis tests to determine the significant influence of each independent variable on the dependent variable.
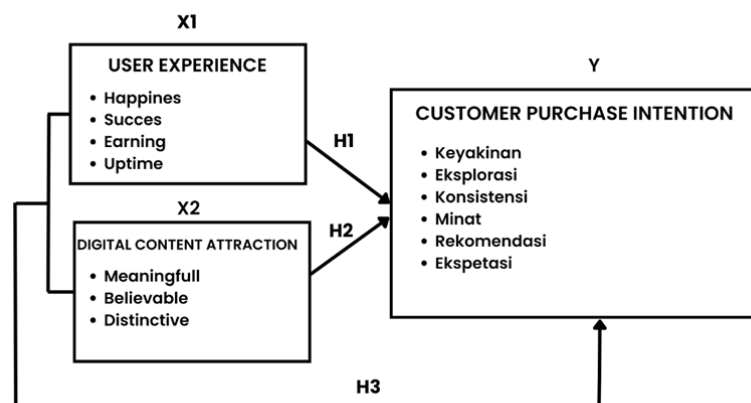

Figure 1. Research Framework

His research hypotheses include:
H1: User Experience has a positive effect on customer purchase intention.
H2: Digital content attraction has a positive effect on customer purchase intention.

H3: User Experience and Digital content attraction simultaneously have a positive effect on customer purchase intention.

A. Population and Sample

1. Population

The population in this study includes all consumers and prospective consumers from @bara.lpg.

2. Sample

The sample in this study is consumers and potential consumers of @bara.lpg who actively use the Instagram social media platform and follow the Instagram account @bara.lpg. The respondents involved in this study had a minimum age of 20 years and a minimum of high school education.

4. RESULTS AND DISCUSSION

4.1 Validity Test

The validity test results show that all variable items have a correlation value greater than r-table (0.1515) and are therefore declared valid.

Table 1. Validity Test

No	Statement	Value r		Sig Value	Information
		Count	Table		
User Experience					
1	UX1	0,604	0.1515	0,000	VALID
2	UX2	0,671	0.1515	0,000	VALID
3	UX3	0,526	0.1515	0,000	VALID
4	UX4	0,697	0.1515	0,000	VALID
Digital Content Attraction					
1	DCA1	0,527	0.1515	0,000	VALID
2	DCCA2	0,671	0.1515	0,000	VALID
3	DCA3	0,731	0.1515	0,000	VALID
Customer Purchase Intention					
1	CPI1	0,344	0.1515	0,000	VALID
2	CPI2	0,576	0.1515	0,000	VALID
3	CPI3	0,638	0.1515	0,000	VALID
4	CPI4	0,423	0.1515	0,000	VALID
5	CPI5	0,525	0.1515	0,000	VALID
6	CPI6	0,572	0.1515	0,000	VALID

4.2. Reliability test

No	Variabel	Cronbach Alpha	Information
	Variable X		
1	User Experience (X1)	0,661	Tall
	Digital Content Attraction (X2)	0,623	Tall
2	Variabel Y		

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	Customer Purchase Intention (Y)	0,618	Tall

The reliability test can be concluded that all variables in this study have a high level of reliability. This is shown by the Cronbach Alpha value obtained, which is 0.661 for the User Experience (X1) variable, 0.623 for the Digital Content Attraction (X2) variable, and 0.618 for the Customer Purchase Intention (Y) variable. Based on the correlation interpretation table, these values are in the range of 0.6000 - 0.7999 which is categorized as High reliability. Thus, this research instrument can be said to have good internal consistency and is suitable for further analysis.

4.3. Classic Assumption Test
4.3.1. Normality Test

Asymp value. The sig of 0.200 is greater than the significance rate of 0.05, so it can be concluded that the data in this study are normally distributed.

4.3.2. Homogeneity Test

The results of the homogeneity test data processing showed that the value of Sig. Based on mean is 0.206, this indicates that the value is greater than 0.05. So, it can be concluded that the data has the same variance (homogeneous).

4.3.3. Linearity Test

The significance value for the linearity test between the User Experience (X1) and Digital Content Attraction variables is 0.000, which is smaller than 0.05, so that the relationship between the two variables is linear and the linearity test is met.

4.3.4. Multicolnerity Test

There is no multicollinearity on either variable X, as shown in Table 4.15 above. This is because their VIF value is less than 10 and their tolerance value is greater than 0.01.

4.4. Data Analysis Results
4.4.1. Multiple Linear Regression Test Results

The results of multiple regression testing in this study can be seen in the table below:

Coefficientsa						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Itself.
1	(Constant)	10.911	2.209		4.939	.000
	UX	.438	.111	.398	3.955	.000
	DCA	.365	.123	.299	2.967	.004
a. Dependent Variable: CPI						

the results of multiple linear regression calculations using the SPSS 26 program. The regression equation is obtained as follows:

$$Y = 10,911 + 0,438 \, UX + 0,365 \, DCA$$

Information:

1. Customer Purchase Intention (Y)
The variable (Y) represents Customer Purchase Intention, with a constant that remains valued at 10.911 and the assumption of the other variables unchanged.

2. Koefisien User Experience (X1)
Each unit increase in the User Experience (X1) variable will increase Customer Purchase Intention (Y) by 0.438 units or by 44%.

3. Koefisien Digital Content Attraction (X2)
Each unit increase in the Digital Content Attraction (X2) variable will increase Customer Purchase Intention (Y) by 0.365 units or by 37%.

4.5. Discussion
The results of the study show that User Experience and Digital Content Attraction have a significant positive effect on Customer Purchase Intention on Instagram @bara.lpg.

4.5.1. Pengaruh User Experience Terhadap Customer Purchase Intention.
The results obtained from the processing and analysis of data in this study show that User Experience is proven to have a significant impact on Customer Purchase Engagement by 44%.
In other words, the better the user experience in accessing and interacting with the Instagram account @bara.lpg, the more there will be an increase in Customer Purchase Intention, but the magnitude of this increase still depends on the value of the regression coefficient obtained from the results of data analysis.

4.5.2. The Influence of Digital Content Attraction on Customer Purchase Intention
From the results of research, Digital Attraction also plays an important role in increasing consumer trust and interest. The influence of Digital Content Attraction on Customer Purchase Engagement is 37%. This shows that the more interesting, informative, and credible the content presented in the Instagram account @bara.lpg, the higher the confidence of consumers in making purchase decisions.

4.5.3. Pengaruh User Experience dan Digital Content Attraction Terhadap Customer Purchase Intention
The results of the study lead to the conclusion that positive User Experience and Digital Content Attraction complement each other in shaping purchasing decisions. When both are implemented optimally, the level of customer trust and buying interest will increase.

This means that the better the user experience in interacting with the @bara.lpg Instagram account, and the more interesting and credible the digital content presented, the level of customer trust and buying interest will increase. With menerapkan kedua This factor optimally, the opportunity to increase purchasing decisions can be maximized.

5. CONCLUSION
Based on the results of data analysis and hypothesis testing on "User Experience and Digital Content Attraction Analysis on Customer Purchase Intention on Instagram @bara.lpg, the following conclusions were obtained:

1. User Experience has a positive and significant influence on Customer Purchase Intention on Instagram @bara.lpg
2. Digital Content Attraction has a positive and significant influence on Customer purchase intent on Instagram @bara.lpg
3. User Experience and Digital Content Attraction simultaneously have a positive and significant effect on Customer Purchase Intention on Instagram @bara.lpg.

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