

# THE INFLUENCE OF INSTAGRAM CONTENT AND POSTING FREQUENCY ON PURCHASE INTENTION AT COFFEE SHOP ELSANA PONTIANAK

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## Abstract

*This study aims to analyze the influence of Instagram Content and Posting Frequency on Purchase Intention at Coffee Shop Elsana Pontianak. The use of Instagram as a visual marketing medium has become important for local coffee shops because it can build consumer attention, interaction, and interest through content quality and consistency in delivering information. This study employed an associative quantitative approach involving 150 respondents who were consumers of Coffee Shop Elsana Pontianak and followed the Instagram account of Coffee Shop Elsana Pontianak. Data were collected through a questionnaire using a five-point Likert scale and analyzed using multiple linear regression with the assistance of SPSS version 26. The results show that Instagram Content and Posting Frequency have a positive and significant effect on Purchase Intention, both partially and simultaneously. Instagram Content is the most dominant variable, indicating that informative, attractive, creative, and interactive content plays a stronger role in shaping purchase intention than posting intensity alone. The coefficient of determination of 53.0% indicates that Purchase Intention can be explained by Instagram Content and Posting Frequency, while the remaining percentage is influenced by other factors outside this study. These findings imply that Coffee Shop Elsana Pontianak needs to maintain posting consistency while prioritizing the quality and relevance of Instagram content to increase consumer purchase intention.*

**Keywords:** *Instagram Content, Posting Frequency, Purchase Intention.*

## 1. INTRODUCTION

The development of internet usage in Indonesia has shown an increase in recent years. The survey by the Indonesian Internet Service Providers Association recorded that the number of internet users in Indonesia increased from 132.7 million people in 2016 to 143.26 million people out of a total of 262 million Indonesian population (APJII, 2020). This increase also affects digital marketing activities through social media used by business actors to promote products and services. Syafira, (2021) stated that social media has become one of the promotional media widely used in digital marketing activities. In addition, Instagram occupies the second position as the most widely used social media by the Indonesian population with a user percentage of 84.6% according to We Are Social data (2025).

Instagram is used as a visual-based marketing medium through photos, videos, captions, and interactive features that allow business actors to reach a wide audience.

Alalwan et al. (2017) explained that Instagram content is a form of marketing message used to convey information, enhance brand image, and increase audience engagement. Indicators of Instagram Content include informative, content attractiveness, content creativity, and content interaction (Alalwan et al., 2017). Veirman et al. (2022) stated that posting frequency is related to content visibility and audience engagement in social media marketing. Indicators of Posting Frequency include consistency of posting schedule, number of posts, and timing appropriateness (Veirman et al., 2022). In the Coffee Shop sector, Instagram is used to showcase menus, the ambiance of the place, and customer activities through visual posts published routinely.

Coffee Shop Elsana Pontianak is one of the coffee shops that uses Instagram as a digital marketing medium. Based on the posting frequency data of Coffee Shop Elsana's Instagram account during 2024, the number of posts fluctuated each month with a total of 108 posts in one year. The highest posting frequency occurred in December with 20 posts, while the lowest posting frequency occurred in March and June with 4 posts each. The variation in the number of posts shows differences in the intensity of content publication on Coffee Shop Elsana Pontianak's Instagram account. Wulandari & Prasetyo, (2022) stated that the consistency and accuracy of posting frequency are related to consumer purchase intention, especially when the published content aligns with audience preferences.

Purchase intention is a consumer response to an object that indicates a desire to make a purchase (Kotler & Keller, 2016). Schiffman & Kanuk, (2018) define purchase intention as a form of consumer attitude toward a particular product, service, or brand before a purchase decision is made. Prawira, (2021) stated that purchase intention is a consumer tendency to evaluate an object before making a purchase decision in the future. In this study, the indicators of Purchase Intention include the desire to buy a product, willingness to recommend it to others, and confidence in the purchase decision Shastry & Anupama, (2021)

The use of Instagram content and posting frequency in digital marketing has become part of promotional activities in the culinary business sector, including Coffee Shops. Jonni & Hariyanti, (2021) showed that Instagram content has a positive and significant effect on consumer purchase intention with a coefficient of determination value of 51.8%. Rachmadillah & Purnamasari, (2024) also showed that Instagram content, which includes profile, caption, and comment sections, has an effect on consumer purchase intention with an influence level of 73.9%. Kusumawardani & Rahmawati, (2020) stated that consistent Instagram posting frequency is related to increased purchase intention at Coffee Shops in Bandung.

Several previous studies have examined social media activities and their relationship with consumer purchase intention. Adi & Wardani, (2023) focused on Instagram content creativity, Prasetyo & Nugroho, (2023) examined Instagram content interaction in relation to consumer loyalty and purchase intention, Haidar & Martadi, (2021) discussed Instagram visual content in building customer engagement, while Kusumawardani & Rahmawati,

(2020) analyzed Instagram posting frequency and purchase intention at coffee shops in Bandung. However, these studies generally examined Instagram content or posting frequency separately and were conducted in different research contexts. Limited studies have specifically analyzed Instagram Content and Posting Frequency simultaneously in shaping Purchase Intention at a local coffee shop in Pontianak. Therefore, this study fills this gap by examining both variables together at Coffee Shop Elsana Pontianak, so that it provides a clearer empirical position in understanding how Instagram-based marketing activities influence consumer purchase intention in a local coffee shop context.

This study aims to analyze the influence of Instagram Content on Purchase Intention, the influence of Posting Frequency on Purchase Intention, and the simultaneous influence of Instagram Content and Posting Frequency on Purchase Intention at Coffee Shop Elsana Pontianak. The study is conducted using a quantitative approach with the research object being consumers of Coffee Shop Elsana Pontianak who follow the related Instagram account.

## 2. RESEARCH METHOD

This study uses a quantitative approach with an associative design aimed at describing the relationship between the variables Instagram Content (X1), Posting Frequency (X2), and Purchase Intention (Y) systematically through hypothesis testing. According to (Sudaryono, 2017), descriptive research is used to provide an overview of a phenomenon based on the variables studied, while (Sugiyono, 2023) explains that the quantitative approach is used to process numerical data objectively and measurably. Data collection was conducted using a questionnaire with a 5-point Likert scale. In addition to primary data obtained directly from respondents, this study also uses secondary data in the form of Instagram social media user data and the posting frequency of Coffee Shop Elsana's Instagram account.

The population in this study consisted of all consumers of Coffee Shop Elsana Pontianak who had visited and purchased products at the coffee shop. Since the exact number of consumers could not be determined and continued to change over time, the population was categorized as infinite. The sampling technique used was purposive sampling, with respondent criteria including consumers who had visited and purchased products at Coffee Shop Elsana Pontianak, were active social media users, and followed the Instagram account of Coffee Shop Elsana Pontianak. The sample size was determined using the Rao Purba formula, with a 95% confidence level and a 10% margin of error, resulting in 96 respondents. To improve data accuracy, the sample size in this study was set at 150 respondents. Data collection was conducted in February 2026 among consumers of Coffee Shop Elsana Pontianak who met the research criteria.

The data were analyzed using SPSS version 26. The analysis process began with instrument testing through validity and reliability tests. Validity was tested using Pearson

Product Moment correlation, while reliability was tested using Cronbach's Alpha. Furthermore, classical assumption tests were conducted, including the Kolmogorov–Smirnov normality test, linearity test through the Test for Linearity, and multicollinearity test based on Tolerance and Variance Inflation Factor (VIF) values. After the data met the required assumptions, the analysis continued with multiple linear regression to determine the influence of Instagram Content and Posting Frequency on Purchase Intention. The analysis also included the correlation coefficient, coefficient of determination, simultaneous test (F-test), and partial test (t-test).

### 3. RESULTS AND DISCUSSION

#### 3.1 Test Research Instruments

##### 3.1.1 Validity Test

The validity test was conducted by correlating the score of each statement item with the total variable score. The r-table value at  $df = 148$  and a significance level of 5% is 0.160. The results of the validity test for all variables are presented in Table 1.

**Table 1. Validity Test Results**

Variable	Indicator	r-count	r-table	Description
Instagram Content (X1)	X1.1	0.778	0.160	Valid
	X1.2	0.735		
	X1.3	0.621		
	X1.4	0.725		
	X1.5	0.674		
	X1.6	0.622		
	X1.7	0.663		
	X1.8	0.667		
Posting Frequency (X2)	X2.1	0.780	0.160	Valid
	X2.2	0.778		
	X2.3	0.812		
	X2.4	0.708		
	X2.5	0.740		
	X2.6	0.666		
Purchase Intention (Y)	Y.1	0.744	0.160	Valid
	Y.2	0.761		
	Y.3	0.736		
	Y.4	0.783		
	Y.5	0.717		
	Y.6	0.724		
	Y.7	0.716		
	Y.8	0.782		

**Source:** *Processed Data, 2026*

Based on the validity test results in Table 1, all indicators of Instagram Content (X1), Posting Frequency (X2), and Purchase Intention (Y) have r-count values  $>$  r-table (0.160), so all statement items are declared valid and suitable for use as research instruments.

### 3.1.2 Reliability Test

The reliability test was conducted using the Cronbach's Alpha method to assess the consistency of the questionnaire statement items. A variable is considered reliable if it has a Cronbach's Alpha value  $\geq 0.60$ . The reliability test results for all research variables are presented in Table 2.

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	N of Items	Minimum Reliabilities	Description
Instagram Content (X1)	0.839	8	0.60	Reliable
Posting Frequency (X2)	0.843	6		
Purchase Intention (Y)	0.886	8		

Source: Processed Data, 2026

Based on the reliability test results in Table 2, all research variables, namely Instagram Content (X1), Posting Frequency (X2), and Purchase Intention (Y), have Cronbach's Alpha values  $> 0.60$ , so all statement items are declared reliable and suitable for use as research instruments.

### 3.2 Classical Assumption Test

#### 3.2.1 Normality Test

The normality test was conducted using the Kolmogorov–Smirnov method to determine whether the research data is normally distributed. Data is considered normal if the Sig. (Asymp. Sig. 2-tailed)  $\geq 0.05$ . The normality test results based on SPSS analysis are presented in Table 3.

**Table 3. Normality Test Results**

Test	Value
N (Sample)	150
Test Statistic	.068
Asymp.Sig.(2-tailed)	.089 <sup>e</sup>

Source: Processed Data, 2026

Based on the normality test results in Table 3, the Asymp. Sig. (2-tailed) value is  $0.089 > 0.05$ , indicating that the residual data of the study is normally distributed and meets the normality assumption.

#### 3.2.2 Linearity Test

The linearity test was conducted using the Test for Linearity method to determine the linear relationship between independent and dependent variables. The relationship is considered linear if the Sig. Linearity  $< 0.05$  and Sig. Deviation from Linearity  $> 0.05$ . The linearity test results based on SPSS analysis are presented in Table 4.

**Table 4. Linearity Test Results**

Variable	Linearity	Deviation from Linearity	Description
Purchase Intention * Instagram Content	.000	.311	Linear
Purchase Intention * Posting Frequency	.000	.160	

Source: Processed Data, 2026

Based on the linearity test results in Table 4, Instagram Content (X1) and Posting Frequency (X2) variables with Purchase Intention (Y) show a linear relationship, indicated by a Sig. Linearity value of  $0.000 < 0.05$  and a Sig. Deviation from Linearity value of  $0.311$  and  $0.160 > 0.05$ .

### 3.2.3 Multicollinearity Test

The multicollinearity test was conducted to determine the presence of high correlation among independent variables in the regression model, which can affect the accuracy of coefficient estimation and the quality of the model. The multicollinearity test results based on SPSS analysis are presented in Table 5.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF
Instagram Content	.627	1.594
Posting Frequency	.627	1.594

Dependent Variable: Purchase Intention

Source: Processed Data, 2026

Based on the multicollinearity test results in Table 5, Instagram Content (X1) and Posting Frequency (X2) have VIF values of  $1.594 (< 10.00)$  and Tolerance values of  $0.627 (> 0.10)$ , indicating that the regression model does not experience multicollinearity.

### 3.3 Hypothesis Test

#### 3.3.1 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of independent variables on the dependent variable, both simultaneously and partially, as well as to construct a regression equation model in predicting the relationship between the research variables. The regression coefficient results based on SPSS analysis are presented in Table 6.

**Table 6. Multiple Linear Regression Analysis Results**

Coefficients <sup>a</sup>					
	Unstandardized Coefficients	Standardized Coefficients			Collinearity Statistics

Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.311	.167		7.863	.000		
	Instagram Content	.355	.049	.519	7.273	.000	.627	1.594
	Posting Frequency	.230	.058	.283	3.970	.000	.627	1.594

a. Dependent Variable: Purchase Intention

**Source:** Processed Data, 2026

Based on the multiple linear regression test results in Table 6, the regression equation and explanations are as follows:

$$Y = 1.311 + 0.355 X_1 + 0.230 X_2$$

- 1) The constant of 1.311 indicates that Purchase Intention (Y) is 1.311 when Instagram Content (X1) and Posting Frequency (X2) are zero.
- 2) The regression coefficient of Instagram Content (X1) of 0.355 indicates that every one-unit increase in X1 will increase Purchase Intention by 0.355.
- 3) The regression coefficient of Posting Frequency (X2) of 0.230 indicates that every one-unit increase in X2 will increase Purchase Intention by 0.230.

### 3.3.2 Correlation Coefficient Analysis (R)

The correlation coefficient is used to determine the strength and direction of the relationship between research variables using the Product Moment method. The correlation coefficient test results are presented in Table 7.

**Table 7. Correlation Coefficient Test Results (R)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 <sup>a</sup>	.530	.523	.52368

Predictors: (Constant), Posting Frequency, Instagram Content.

**Source:** Processed Data, 2026

Based on the correlation coefficient test results in Table 7, the correlation coefficient (R) value is 0.728, indicating that the relationship between Instagram Content and Posting Frequency toward Purchase Intention is classified as strong, as it falls within the coefficient interval of 0.60–0.799.

### 3.3.3 Determination Coefficient (R<sup>2</sup>)

Based on Table 7, the coefficient of determination (R<sup>2</sup>) value is 0.530, indicating that the variables Instagram Content and Posting Frequency contribute an influence of 53.0% on Purchase Intention. Instagram Content is the most dominant variable because its standardized beta value of 0.519 is higher than Posting Frequency, which is 0.283. The remaining 47.0% is influenced by other factors outside the variables examined in this study.

### 3.3.4 Simultaneous Test (F Test)

The simultaneous test (F test) was conducted to determine the joint effect of Instagram Content and Posting Frequency on Purchase Intention. The results of the simultaneous test based on SPSS analysis are presented in Table 8.

**Table 8. Simultaneous Test Results (F Test)**

Model	Sum of Squares	Mean Square	F	Significance
Regression	45.432	22.716	82.834	.000 <sup>b</sup>
Residual	40.313	.274		

Dependent Variable: Purchase Intention

Predictors: (Constant), Posting Frequency, Instagram Content.

Source: Processed Data, 2026

Based on the results of the simultaneous test (F test) in Table 8, the F-count value is  $82.834 > F\text{-table } 3.06$  with a significance value of  $0.000 < 0.05$ . Therefore, Instagram Content and Posting Frequency simultaneously have a significant effect on Purchase Intention.

### 3.3.5 Partial Test (t Test)

The partial test (t test) was conducted to determine the individual effect of each variable, Instagram Content and Posting Frequency, on Purchase Intention. The results of the partial test based on SPSS analysis are presented in Table 9.

**Table 9. Partial Test Results (t Test)**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.311	.167		7.863	.000		
	Instagram Content	.355	.049	.519	7.273	.000	.627	1.594
	Posting Frequency	.230	.058	.283	3.970	.000	.627	1.594

a. Dependent Variable: Purchase Intention

Source: Processed Data, 2026

Based on the partial test (t test) results in Table 9, the t-count values of each variable are compared with the t-table value of 1.655 at  $df = 147$  with  $\alpha = 0.05$  for a one-tailed test. The t test results in Table 9 can be explained as follows:

- 1) The Instagram Content variable (X1) has a t-count value of  $7.273 > t\text{-table } 1.655$  with a significance of  $0.000 < 0.05$ , indicating a positive and significant effect on Purchase Intention.
- 2) The Posting Frequency variable (X2) has a t-count value of  $3.970 > t\text{-table } 1.655$  with a significance of  $0.000 < 0.05$ , indicating a positive and significant effect on Purchase Intention.

## 3.4 DISCUSSION

### **3.4.1 The Effect of Instagram Content (X1) on Purchase Intention (Y)**

The partial test results show that Instagram Content (X1) has a positive and significant effect on Purchase Intention (Y), with a t-count value of  $7.273 > t\text{-table } 1.655$ , a significance value of  $0.000 < 0.05$ , and a regression coefficient of  $0.355$ . The standardized beta value of  $0.519$  indicates that Instagram Content is the most dominant variable in influencing Purchase Intention. This finding shows that the quality of Instagram content is an important factor in shaping the purchase intention of consumers at Coffee Shop Elsana Pontianak. Informative, attractive, creative, and interactive content can help consumers understand the products, view the coffee shop atmosphere, and build interest before making a purchase. In the coffee shop context, visual menu presentation, store atmosphere, captions, and interaction through Instagram can serve as initial considerations for consumers. Therefore, the quality of the message in the content is more influential than merely the presence of posts. This finding is in line with Jonni & Hariyanti, (2021) and Mercius & Utami, (2023), who stated that Instagram content influences consumer purchase intention.

### **3.4.2 The Effect of Posting Frequency (X2) on Purchase Intention (Y)**

The partial test results show that Posting Frequency (X2) has a positive and significant effect on Purchase Intention (Y), with a t-count value of  $3.970 > t\text{-table } 1.655$ , a significance value of  $0.000 < 0.05$ , and a regression coefficient of  $0.230$ . This means that the more consistent the posting activity, the greater the opportunity for consumers to receive information about the products, promotions, and activities of Coffee Shop Elsana Pontianak. This effect occurs because consistent posting frequency can maintain the coffee shop's visibility on social media and strengthen consumers' memory of the products offered. However, the standardized beta value of Posting Frequency, which is  $0.283$ , is lower than that of Instagram Content. This indicates that posting frequency remains important, but it is not sufficient if the content delivered is less attractive or irrelevant to consumers. Therefore, posting consistency needs to be supported by content quality in order to encourage purchase intention. This finding supports the studies of Amalia et al. (2024) as well as Farid, (2026), which show that Instagram posting activity can influence consumer interest.

### **3.4.3 The Effect of Instagram Content (X1) and Posting Frequency (X2) on Purchase Intention (Y)**

The simultaneous test results show that Instagram Content and Posting Frequency jointly have a significant effect on Purchase Intention, with an F-count value of  $82.834 > F\text{-table } 3.06$  and a significance value of  $0.000 < 0.05$ . The correlation coefficient value of  $0.728$  indicates a strong relationship, while the coefficient of determination value of  $0.530$  shows that  $53.0\%$  of Purchase Intention can be explained by Instagram Content and Posting Frequency. This finding indicates that Instagram marketing is more effective when content quality and posting consistency work together. Good content can build consumer interest,

while posting frequency helps maintain consumer exposure to information. However, the remaining 47.0% is influenced by other factors outside this study, such as product quality, price, service, promotion, store atmosphere, and consumer experience. Therefore, Coffee Shop Elsana Pontianak needs to pay attention to the quality of Instagram content and maintain posting consistency as part of its digital marketing strategy. This finding is in line with Kotler & Keller, (2016) and Wulandari & Santoso, (2026), who emphasized the importance of message quality and information consistency in increasing consumer purchase intention.

#### **4. CONCLUSION**

Based on the research findings, Instagram Content and Posting Frequency have a positive and significant effect on Purchase Intention at Coffee Shop Elsana Pontianak, both partially and simultaneously. Instagram Content is the most dominant variable, with a regression coefficient of 0.355 and a standardized beta value of 0.519. This indicates that the quality of Instagram content, such as clear information, attractive visuals, content creativity, and interaction with the audience, plays a stronger role in shaping consumer purchase intention than posting frequency alone. Posting Frequency also has a positive and significant effect, with a regression coefficient of 0.230, indicating that posting consistency remains important in maintaining visibility and information exposure among consumers.

Simultaneously, Instagram Content and Posting Frequency have a strong relationship with Purchase Intention, as shown by the correlation coefficient value of 0.728. The coefficient of determination value of 0.530 indicates that 53.0% of Purchase Intention can be explained by Instagram Content and Posting Frequency, while the remaining 47.0% is influenced by other factors outside this study. Therefore, the findings confirm that Instagram marketing strategies should not only focus on how often content is posted but also on the quality of the message, visual appeal, and relevance of the information delivered to consumers.

Based on these findings, Coffee Shop Elsana Pontianak is advised to improve the quality of its Instagram content by presenting clearer product information, more attractive menu visuals, a store atmosphere that reflects the coffee shop's character, and captions and interactions that encourage consumer engagement. In addition, posting consistency should be maintained so that information about products, promotions, and coffee shop activities remains visible to Instagram followers. Future researchers are advised to include other variables that have not been examined in this study, such as product quality, price, service quality, promotion, store atmosphere, or consumer experience, since 47.0% of other factors may still influence Purchase Intention

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