

## An Analysis on the Influence of Instagram as Social Media towards Brand Image in Purchase Intention in PT Telkom Akses



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**ABSTRACT:** Social media usage has been evolving since around the last 2 decades. Social media is a marketing tool that can have a huge reach that can transcend time, boundary or space. In a digital era that keeps evolving, social media has become one of the many tools utilized by companies to interact with its users and build a strong brand image. Instagram has become a platform so influential in creating perception and user preference towards a brand. This research aims to identify the impact of Instagram towards a company's brand image, namely PT Telkom Akses. This research aims to identify and analyze the influence of Content Creation, Content Sharing, Connection, and Community Building through Instagram towards PT Telkom Akses' Brand Image. Ultimately, this research also delves into the impact of Brand Image towards Purchase Intention. This research implements quantitative method, where Instagram is seen as the independent variable and brand image, purchase intention, market share, digital marketing, customer experience, and business development are seen as dependent variables. The sampling technique used is non probability sampling and the analysis method used is Structural Equation Model (SEM).

**KEYWORDS:** Social Media, Instagram, Brand Image, Purchase Intention, Structural Equation Model

### I. INTRODUCTION

The use of social media is something that has continued to evolve and grow over the past 2 decades or so. According to a Smart Insights report from the UK, by early 2022, 4.6 billion people or more than half of the world's population (58.4%) in the world use social media and 424 million of these are social media users who have just joined in the last 12 months. On average, they spend around two and a half hours each day consuming social media.

Social media is the most influential marketing tool that has evolved in a short time and has thousands of connections that are exposed to marketing activities regardless of time, boundaries or regions (Lipsman, Mudd, Rich, & Bruich, 2012). In addition, there are many social media users in Indonesia. According to Kemp (2024), social media users in Indonesia reached 150 million or 56% of the total population in 2019. Meanwhile, mobile social media users reached 130 million or about 48% of the population.

Instagram is the second most used social media app in Indonesia as of January 2024. Of all internet users in Indonesia aged 1664 years, 85.3% were recorded using Instagram. Overall, We Are Social recorded 139 million social media users in Indonesia in January 2024.

Telkom Akses is one of the subsidiaries of PT Telkom Indonesia (Persero) Tbk which focuses on developing telecommunications infrastructure in Indonesia. Telkom Akses is engaged in providing construction and management of fiber optic network infrastructure. Telkom Akses plays an important role in building a broad and reliable telecommunications access network, especially to support broadband internet connectivity throughout Indonesia.

PT Telkom Akses's success in utilizing Instagram as a tool to strengthen their brand image will not only increase customer satisfaction, but can also have a positive impact on the company's overall marketing and business strategy. As such, this research has significant relevance in the context of an increasingly connected and dynamically changing market.

Thus, this research is expected to make a meaningful contribution to the understanding of the role of social media in influencing a company's brand image, as well as providing valuable insights for PT Telkom Akses in optimizing their strategy on the Instagram platform.

### II. LITERATURE REVIEW

Content creation is an important component of a business's marketing strategy. The content creation process involves various elements, including understanding customer preferences and behavior, crafting compelling messages, and using visually appealing graphics or videos (Baxi, 2023). Based on this theory, content creation must be made as attractive as possible because it is a

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cornerstone of the strategy in conducting social media marketing. Content creators can make interesting and engaging content in order to gain trust from consumers. This can be related to various kinds of social media including Instagram.

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Content sharing is the act of distributing and spreading content across multiple channels, particularly through social media, to reach a wider audience. With content sharing, it will drive engagement and interaction, encouraging conversation and feedback (Pulizzi, 2023). Thus, it can be deduced that content sharing is a way to increase sales directly or indirectly by reaching social communities based on the type of content created in content creation.

Connection in content marketing is the relationship and interaction built between a brand and its audience, influencers, and wider network. Connection is essential in creating strong, trusting relationships with audiences through consistent, high-quality content and active engagement (Pulizzi, 2023). Therefore, connection is a factor that cannot be separated from the expansion of the community of people to develop their business. With Connection, Content Sharing will be easier and more effective.

Community building is a strategy to grow a loyal and engaged audience around a brand or message. The key to community building is creating content tailored to the interests and needs of the community, demonstrating expertise and overcoming challenges to build trust and credibility (Pulizzi, 2023). Therefore, community building is needed so a group that has similar interests can be built so that selling products and services will be easier.

Brand is a symbol that every company uses on every product it sells as a sign of company ownership (Ariyanti, Asyraf, & Prasetyo, 2023). Brand image refers to the perception that people have of a product or service, as well as the company that produces it, which can be influenced by various factors. It can also be considered as feedback given by consumers to a product or service based on the efforts made by the company to introduce and attract consumers to use the product or service (Diputri & Afriani, 2022).

Purchase intention refers to the likelihood of consumers to buy a product or service, which is influenced by various factors such as attitudes, perceptions, and external factors. Purchase intentions are formed by cognitive evaluations and emotional responses (Hoffmann & Akbar, 2023). Consumer purchase intention can be significantly influenced by information obtained online. The online impact on purchase intentions is closely related to factors such as security or safety, expected performance and effort, consumers' personal level of innovation, and the inconvenient design of e-commerce platforms (Dewi, Mohaidin, & Murshid, 2020). Therefore, it can be concluded that Purchase Intention is an important factor in driving brand image.

Based on the above arguments and findings, this research's hypotheses can be delivered as follows:

- H1: Content creation influences brand image
- H2: Content sharing influences brand image
- H3: Connection influences brand image
- H4: Community building influences brand image
- H5: Content creation, content sharing, connection, community building all simultaneously influence brand image
- H6: Brand image influences purchase intention

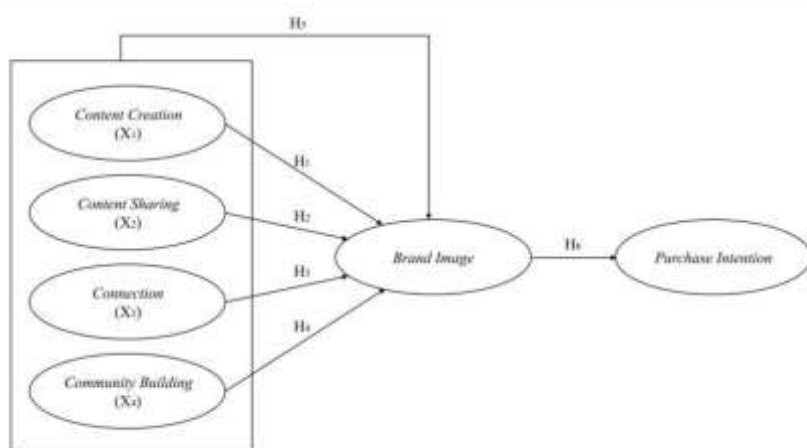


Figure 1 Research Framework

## III. METHODOLOGY

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This research utilizes a descriptive quantitative design to describe the characteristics of the population. This study uses a questionnaire distributed online using Google Forms. There are 32 questions in the questionnaire, with every two questions devoted to representing one research variable. The data collected are then processed through RStudio, ranging from descriptive analysis to testing the relationship between constructs using the Structural Equation Modeling (SEM) method (Narimawati & Sarwono, 2017). Within the SEM method, there are two approaches: Covariance Based Matric Structural Equation Modeling (CBSEM) and Variance Based Matric Structural Equation Modeling (VB-SEM) (Indrawati, 2015).

This research will use VB-SEM with a statistical analysis method, Partial Least Square (PLS). Data will be tested through the outer model, inner model, also for its validity and reliability. In the outer model, 2 stages of validity tests are carried out, namely convergent and discriminant. In the convergent test, AVE (Average Variance Extracted) and VIF (Variance Inflation Factor) are carried out (Hair, Black, Babin, & Anderson, 2019), while in the discriminant test, cross-loading, Fornell-Larcker and HTMT (Heterotrait-Monotrait Ratio) are carried out. The validity test uses Pearson to assess the relationship between each question item and the total score of the indicator related, and the reliability test uses Cronbach's alpha to evaluate the internal consistency between items in each indicator. As for the inner model test, the R-Square, effect size, predictive relevance, and path coefficient tests are carried out (Hair et al., 2019).

## IV. ANALYSIS

### A. Outer Model

1) **AVE & VIF (Convergent):** AVE shows the proportion of indicator variance explained by the construct, while VIF measures multicollinearity between indicators, where if the score is high then there is a multicollinearity issue. Based on the results presented in Table 1, all AVE values are over 0.5 and all VIF values are under 5 and therefore it can be concluded that AVE and VIF scores for all constructs are valid.

**Table 1 AVE and VIF Analysis**

Construct	AVE	VIF	Evaluation
CC	0.681	3.137	Valid
CS	0.601	2.508	Valid
Conn	0.792	4.812	Valid
CB	0.624	2.661	Valid
BI	0.769	4.328	Valid
PI	0.769	4.328	Valid

2) **Cross Loading (Discriminant):** Cross Loading measures discriminant test validity. Based on the Table 2, the Cross Loading value of the indicator to the variable has a value above 0.7 compared to other latent variables. From these results it can be stated that the loading value is declared valid.

**Table 2 Cross Loading**

Indicator	Construct	Loading	Evaluation
PP	CC	0.85	Valid
RA	CC	0.87	Valid
MK	CS	0.80	Valid
JK	CS	0.85	Valid
V	CS	0.81	Valid
RP	Conn	0.85	Valid
PA	Conn	0.88	Valid
K	Conn	0.80	Valid
KIB	CB	0.85	Valid
DA	CB	0.88	Valid
P	BI	0.81	Valid
R	BI	0.85	Valid
I	BI	0.87	Valid
ME	PI	0.85	Valid
MT	PI	0.88	Valid

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MP	PI	0.87	Valid
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**Fornell-Larcker (Discriminant):** The Fornell-Larcker Criterion compares the square root of the AVE with the correlations between constructs. The diagonal value (AVE root) should be greater than the off-diagonal correlation value to ensure that the construct has more variance within itself than the correlation with other constructs. In Table 3, we can see that these criteria have been met as all diagonal values are greater than its diagonal correlation values.

**Table 3 Fornell-Lacker PT Telkom Akses**

	CC	CS	Conn	CB
CC	0.825	0.5	0.4	0.3
CS	0.5	0.775	0.45	0.35
Conn	0.4	0.45	0.89	0.42
CB	0.3	0.35	0.42	0.79

3) **HTMT (Discriminant):** The Heterotrait-Monotrait Ratio (HTMT) is a modern alternative to discriminant validity. If the HTMT value is greater than 0.85, it indicates good discriminant validity. Based on the results laid out in Table 4, it can be seen that the HTMT value between constructs meets the criteria for good discriminant validity.

**Table 4 Heterotrait-Monotrait Ratio (HTMT)**

	CC	CS	Conn	CB
CC	1	0.65	0.60	0.55
CS	0.65	1	0.70	0.60
Conn	0.60	0.70	1	0.65
CB	0.55	0.60	0.65	1

4) **Validity Test:** Based on the results in Table 5 below, all items have a significance value (p-value) of less than 0.05, which indicates that each question in the indicator is valid. In addition, the average correlation value for each indicator is in the high range (between 0.908 to 0.954) which indicates that all items have a significant contribution in measuring their respective indicators.

**Table 5 Validity Test**

Indicator	Significance	Valid Count	Question	Evaluation
PP	0.954	2	Q1 & Q2	Valid
DA	0.945	2	Q3 & Q4	Valid
P	0.943	2	Q5 & Q6	Valid
R	0.952	2	Q7 & Q8	Valid
I	0.940	2	Q9 & Q10	Valid
ME	0.916	2	Q11 & Q12	Valid
MT	0.908	2	Q13 & Q14	Valid
MP	0.909	2	Q15 & Q16	Valid
RA	0.914	2	Q17 & Q18	Valid
MK	0.939	2	Q19 & Q20	Valid
JK	0.934	2	Q21 & Q22	Valid
V	0.918	2	Q23 & Q24	Valid
RP	0.940	2	Q25 & Q26	Valid
PA	0.936	2	Q27 & Q28	Valid
K	0.931	2	Q29 & Q30	Valid
KIB	0.943	2	Q31 & Q32	Valid

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5) **Reliability Test:** Based on the results laid out in Table 6, the Cronbach's Alpha value for all indicators is above the minimum limit, which is 0.68. The Cronbach's Alpha values range from 0.787 to 0.892, which indicates a great to excellent level of consistency among the question items. Overall, these results indicate that all questions in the indicators support each other to measure the same concept.

Based on all the analysis results that have been presented, it can be concluded that the outer model (measurement model) is declared valid and reliable.

**Table 6 Reliability Test**

Indicator	Cronbach's Alpha	Evaluation
PP	0.888	Valid
RA	0.802	Valid
MK	0.865	Valid
JK	0.846	Valid
V	0.814	Valid
RP	0.868	Valid
PA	0.858	Valid
K	0.846	Valid
KIB	0.869	Valid
DA	0.880	Valid
P	0.876	Valid
R	0.892	Valid
I	0.869	Valid
ME	0.807	Valid
MT	0.787	Valid
MP	0.790	Valid

### B. Inner Model

1) **R-Square ( $R^2$ ):** The R-Square value essentially measures the percentage of variation in the value of the dependent variable (Y) that is explained by the independent variables (X). The higher the  $R^2$  the better, but this value does not explain the accuracy of a model because it is biased towards each additional independent variable (Seran, 2020). Based on Table 7, the Cronbach's Alpha value for all indicators is above the minimum limit, which is 0.68. The Cronbach's Alpha values range from 0.787 to 0.892, which indicates a great to excellent level of consistency among the question items. Overall, these results indicate that all questions in the indicators support each other to measure the same concept.

**Table 7 R-Square**

Construct	$R^2$	Category
BI	0.65	Moderate
PI	0.57	Moderate

2) **Effect Size ( $f^2$ ):** The  $f^2$  value indicates the substantial effect of exogenous constructs on endogenous constructs. The determination of the level of direct influence of exogenous constructs on endogenous constructs is divided into 3 categories: 0.02 as small influence, 0.15 as medium influence, and 0.35 as large influence (Wiyono & Kirana, 2020). Based on the results on Table 8, the overall relationship between brand image (BI) and purchase intention (PI) has the greatest impact in this model.

**Table 8 Effect Size**

Construct	$R^2$
CC → BI	0.12
CS → BI	0.08
Conn → BI	0.18
CB → BI	0.22
BI → PI	0.35

3) **Predictive Relevance ( $Q^2$ ):** The  $Q^2$  value on the endogenous variable is declared a fit model if the value is greater than the exogenous variable. Based on the value, the significance of the  $Q^2$  predictive relevance value can be divided into 3: 0.02 indicates that the validity of the model is weak; 0.15 indicates that the validity of the model is moderate; and 0.35 indicates that the validity of model is strong. The results of the blindfold procedure led to a construct-cross-validated redundancy estimate (Hair et al.,

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2019). The results from Table 9 show that all endogenous constructs have  $Q^2 > 0$ , which means the model has relevant predictive ability. The values of the BI and PI constructs show strong predictive relevance.

**Table 9 Predictive Relevance**

Construct	$Q^2$
BI	0.48
PI	0.43

4) **Path Coefficient:** Path coefficients are a value that is useful in indicating the direction of the relationship between variables, whether a hypothesis has a positive or negative direction. If the value is in the range of 0 to 1, it can be declared positive, whereas if the value is in the range of -1 to 0, it can be declared negative (Hair et al., 2019). Based on the results from Table 10, it can be seen that the path coefficients  $CC \rightarrow BI$  and  $CS \rightarrow BI$  show a moderate positive relationship,  $Conn \rightarrow BI$  and  $CB \rightarrow BI$  show a strong positive relationship, while  $BI \rightarrow PI$  shows a very strong positive relationship. Content Creation (CC), Content Sharing (CS), Connection (Conn), and Community Building (CB), have a positive and significant influence on Brand Image (BI).

**Table 10 Path Coefficient**

Construct	Path Coefficient	Standard Error (SE)	t-count	t-table ( $\alpha = 0,05$ )
$CC \rightarrow BI$	0.31	0.105	2.94	1.65
$CS \rightarrow BI$	0.25	0.105	2.38	1.65
$Conn \rightarrow BI$	0.37	0.102	3.63	1.65
$CB \rightarrow BI$	0.40	0.104	3.85	1.65
$BI \rightarrow PI$	0.59	0.097	6.13	1.65

### C. Hypothesis Testing

The  $H_0$  acceptance range used is one-tail, which indicates the direction of the relationship between variables. Therefore, the acceptable critical value of Z (t-statistics) is greater than 1.65 (Indrawati, 2015). There are 2 conditions for hypothesis acceptance:

- If  $t\text{-count} \geq t\text{-table}$ , the hypothesis is accepted.
- If  $t\text{-count} < t\text{-table}$ , the hypothesis is rejected.

The results for hypothesis testing can be seen in Table 10.

In the first relationship ( $CC \rightarrow BI$ ) the t-count (2.94) is greater than the value of t-table (1.65) so it can be concluded that content creation has a significant influence on brand image at a 95% confidence level. This shows that the better the content creation, the higher the influence it has on brand image in the eyes of the consumers/users, meaning  $H_1$  is accepted.

In the second relationship ( $CS \rightarrow BI$ ) the t-count (2.38) is greater than the value of t-table (1.65), so it can be concluded that content sharing also affects brand image significantly. This shows that sharing content through various social media platforms or distribution channels also contributes to building a positive brand image, meaning  $H_2$  is accepted.

In the third relationship ( $Conn \rightarrow BI$ ) the t-count (3.63) is greater than the value of t-table (1.65), so it can be concluded that connection (for example, relationships built with audiences through social media or communities) has a strong and significant influence on brand image. Strengthening the relationship between the brand and the audience can mean strengthening brand image, therefore  $H_3$  is accepted.

In the fourth relationship ( $CB \rightarrow BI$ ) the t-count (3.85) is greater than the value of t-table (1.65), so it can be concluded that community building has a very significant effect on brand image, meaning  $H_4$  is accepted. Building a loyal and engaged community is very important in strengthening brand image and increasing customer loyalty.

In the fifth relationship ( $CC, CS, Conn, CB \rightarrow BI$ ) the analysis results indicate a significant influence on brand image with an R-Square value of 0.65, which indicates that the four variables together explain 65% of the variance in brand image and are categorized as a strong influence, thus meaning that  $H_5$  is accepted. Of the four variables, community building (CB) has the largest contribution, followed by connection (Conn), content creation (CC), and finally content sharing (CS).

In the sixth and last relationship ( $BI \rightarrow PI$ ) the value of t-count (6.13) is greater than t-table (1.65), so it can be concluded that brand image has a very significant effect on purchase intention. This means that a positive brand image contributes greatly to increasing user purchase intention. This result supports the theory that consumers tend to buy products or services that have a strong and positive brand image, meaning  $H_6$  is accepted.

## V. CONCLUSIONS

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Based on the research and discussion that has been done and explained, it can be concluded that all constructs (content creation, content sharing, connection, and community building) have a positive impact on brand image. Research also proves that users/consumers consider community building as the main factor that forms a positive perspective on brand image.

To further improve community building to strengthen brand image, several things can be implemented such as setting up online discussion forums, virtual events and webinars, creating collaborative content with users/audiences, forming a community of brand loyalists, or giving appreciation to community members.

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