



THE IMPACT OF INSTAGRAM INSIGHT UTILIZATION ON CONSUMER PURCHASE DECISIONS AT RUMAH MADU IN BANDAR LAMPUNG

DAMPAK PENGGUNAAN INSTAGRAM INSIGHT TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI RUMAH MADU DI BANDAR LAMPUNG

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Abstract

The rapid development of digital marketing has significantly transformed business strategies, particularly for Micro, Small, and Medium Enterprises (MSMEs). Instagram has evolved beyond a social networking platform into a strategic marketing tool equipped with analytical features such as Instagram Insight. This study aims to examine the effect of Instagram Insight utilization on consumer purchase decisions at Rumah Madu, an MSME operating in Bandar Lampung, Indonesia. This research adopts a quantitative approach using a survey method. Data were collected from 92 respondents through structured questionnaires and analyzed using SPSS version 27. The independent variable is the utilization of Instagram Insight, measured through three dimensions: follower demographic analysis, follower active time analysis, and content performance analysis. The dependent variable is consumer purchase decision. Statistical analysis includes validity and reliability testing, classical assumption tests (normality, multicollinearity, and heteroscedasticity), simple linear regression, t-test, F-test, and coefficient of determination (R^2). The results suggest that Instagram Insight functions primarily as an internal strategic evaluation tool rather than a direct determinant of consumer purchasing behavior. This study contributes to the digital marketing literature by highlighting the gap between analytic tool utilization and actual consumer conversion in MSMEs. Practical implications emphasize the need for better data interpretation skills and integrated marketing strategies beyond analytics usage alone.

Keywords : Instagram Insight, purchase decision, MSMEs, digital marketing analytics, S-O-R theory, TAM.



Abstrak

Perkembangan pesat pemasaran digital telah secara signifikan mengubah strategi bisnis, terutama untuk Usaha Mikro, Kecil, dan Menengah (UMKM). Instagram telah berkembang dari sekadar platform jejaring sosial menjadi alat pemasaran strategis yang dilengkapi dengan fitur analitik seperti Instagram Insight. Studi ini bertujuan untuk meneliti pengaruh pemanfaatan Instagram Insight terhadap keputusan pembelian konsumen di Rumah Madu, sebuah UMKM yang beroperasi di Bandar Lampung, Indonesia. Penelitian ini mengadopsi pendekatan kuantitatif menggunakan metode survei. Data dikumpulkan dari 92 responden melalui kuesioner terstruktur dan dianalisis menggunakan SPSS versi 27. Variabel independen adalah pemanfaatan Instagram Insight, diukur melalui tiga dimensi: analisis demografi pengikut, analisis waktu aktif pengikut, dan analisis kinerja konten. Variabel dependen adalah keputusan pembelian konsumen. Analisis statistik mencakup pengujian validitas dan reliabilitas, uji asumsi klasik (normalitas, multikolinearitas, dan heteroskedastisitas), regresi linier sederhana, uji t, uji F, dan koefisien determinasi (R^2). Hasilnya menunjukkan bahwa Instagram Insight berfungsi terutama sebagai alat evaluasi strategis internal daripada sebagai penentu langsung perilaku pembelian konsumen. Studi ini berkontribusi pada literatur pemasaran digital dengan menyoroti kesenjangan antara penggunaan alat analitik dan konversi konsumen yang sebenarnya di UMKM. Implikasi praktis menekankan perlunya keterampilan interpretasi data yang lebih baik dan strategi pemasaran terintegrasi di luar penggunaan analitik saja..

Kata Kunci : Instagram Insight, keputusan pembelian, UMKM, analitik pemasaran digital, teori S-O-R, TAM.

1. INTRODUCTION

The rapid development of digital technology has significantly transformed global marketing practices. In the Indonesian context, the acceleration of digital adoption has been particularly evident among Micro, Small, and Medium Enterprises (MSMEs), which increasingly rely on social media platforms to maintain competitiveness. According to Kotler and Keller (2016), marketing in the digital era is no longer limited to transactional exchanges but involves interactive value creation between firms and consumers through technology-mediated communication.

Social media platforms, particularly Instagram, have become dominant marketing channels due to their visual orientation and high engagement rates. As noted by Tuten and Solomon (2017), social media marketing enables businesses to build relationships, foster brand communities, and influence consumer behavior through interactive content. Instagram, in particular, offers business-oriented analytical tools such as Instagram Insight, which provide measurable performance indicators including reach, impressions, engagement rate, and audience demographics.

The integration of analytics into marketing strategy aligns with the perspective of Chaffey and Ellis-Chadwick (2019), who emphasize that digital marketing effectiveness depends not only on content creation but also on data-driven decision-making. For MSMEs, the use of analytics tools such as Instagram Insight theoretically enhances strategic precision in targeting and timing.

However, the gap between technology adoption and behavioral outcomes remains an ongoing issue. Davis (1989), through the Technology Acceptance Model (TAM), argues that



perceived usefulness and perceived ease of use determine how effectively technology is implemented. Even when a tool is available, its impact depends on how well users interpret and apply the data. This suggests that the mere presence of Instagram Insight does not automatically guarantee improved purchasing outcomes.

Therefore, this study investigates the influence of Instagram Insight utilization on consumer purchase decisions at Rumah Madu in Bandar Lampung, integrating behavioral and technological perspectives to explain the relationship between analytics usage and consumer response.

a. Digital Marketing in the MSME Context

Digital marketing refers to marketing activities conducted through digital technologies and internet-based platforms to reach and engage consumers. According to Chaffey and Ellis-Chadwick (2019), digital marketing integrates communication, data analysis, and customer relationship management into a measurable and interactive system.

Kotler and Keller (2016) explain that modern marketing emphasizes value co-creation, where firms must understand consumer behavior patterns through data analysis. For MSMEs, digital platforms provide cost efficiency, broader geographic reach, and measurable performance metrics compared to traditional marketing.

Tuten and Solomon (2017) further argue that social media marketing allows firms to move beyond broadcasting messages toward building long-term engagement. However, effective engagement requires strategic planning supported by analytics.

b. Instagram as a Marketing Communication Tool

Instagram functions as a visual communication platform that enhances brand storytelling. According to Kaplan and Haenlein (2010), social media platforms facilitate user-generated content and interactive dialogue, creating opportunities for brands to establish emotional connections with audiences.

The effectiveness of Instagram marketing is closely related to content quality, consistency, and relevance. Kotler and Keller (2016) emphasize that consumer perception is shaped by repeated exposure to persuasive communication stimuli. Therefore, posting time, content type, and audience targeting become crucial strategic components.

Instagram Insight provides data that support these strategic elements by offering detailed information about audience demographics, peak activity times, and content engagement rates.

c. Instagram Insight and Social Media Analytics

Social media analytics play a critical role in evaluating marketing performance. Chaffey and Ellis-Chadwick (2019) state that analytics enable businesses to transform raw data into actionable insights that improve decision-making quality.

Instagram Insight includes three primary analytical dimensions:

- ✓ Follower Demographics Analysis – age, gender, and location data
- ✓ Follower Activity Time Analysis – peak hours and engagement timing
- ✓ Content Performance Analysis – reach, impressions, likes, comments, and shares



According to Tuten and Solomon (2017), data-driven marketing enhances campaign optimization and audience segmentation accuracy. However, Davis (1989) highlights that perceived usefulness determines whether users maximize a technological tool's potential. If business owners lack analytical skills, the impact of such tools may remain minimal.

d. Consumer Purchase Decision

The purchase decision represents the final stage of the consumer decision-making process. Kotler and Keller (2016) describe five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

The Stimulus–Organism–Response (S-O-R) model, introduced by Mehrabian and Russell (1974), explains that marketing stimuli influence consumers' internal states (cognitive and emotional responses), which then produce behavioral outcomes. In digital marketing contexts, stimuli include visual content, promotional messages, and interactive communication.

Thus, Instagram content serves as the stimulus, consumer perception and trust represent the organism, and purchase behavior constitutes the response. The effectiveness of Instagram Insight depends on how well businesses use analytics to optimize these stimuli.

e. Theoretical Framework

This research integrates:

1) Stimulus–Organism–Response (S-O-R) Theory (Mehrabian & Russell, 1974)

Explains how marketing stimuli influence internal psychological states and result in purchase behavior.

2) Technology Acceptance Model (TAM) (Davis, 1989)

Explains how perceived usefulness and ease of use influence technology adoption and utilization effectiveness.

The integration of these theories allows this study to examine both managerial analytics adoption and its indirect behavioral implications.

2. RESEARCH METHOD

a. Research Design

This research employs a quantitative explanatory design using a causal associative approach. According to Sugiyono (2019), quantitative research aims to test hypotheses through measurable variables and statistical analysis.

The objective is to determine whether Instagram Insight utilization significantly affects consumer purchase decisions.

b. Population and Sample

The population consists of 120 consumers who purchased products from Rumah Madu via Instagram between August and November 2025. Using Slovin's formula (Sugiyono, 2019) with a 5% margin of error, the sample size was calculated as 92 respondents. A purposive sampling technique was applied with criteria:

- ✓ Active Instagram followers
- ✓ Consumers who made at least one purchase



- ✓ Willingness to participate

c. Variables and Measurement

Independent Variable: Instagram Insight Utilization

Measured through:

- Demographic analysis usage
- Active time analysis usage
- Content performance analysis usage

Dependent Variable: Purchase Decision

Measured based on indicators adapted from Kotler and Keller (2016), including:

- ✓ Product selection
- ✓ Brand selection
- ✓ Purchase timing
- ✓ Purchase frequency

All indicators were measured using a five-point Likert scale.

d. Data Analysis Technique

Data analysis was conducted using SPSS version 27, including:

- ✓ Validity test (Product Moment correlation)
- ✓ Reliability test (Cronbach's Alpha)
- ✓ Classical assumption tests (normality, heteroscedasticity, multicollinearity)
- ✓ Multiple linear regression
- ✓ t-test (partial effect)
- ✓ F-test (simultaneous effect)
- ✓ Coefficient of determination (R^2)

The regression model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where:

Y = Purchase Decision

X_1 = Demographic Analysis

X_2 = Active Time Analysis

X_3 = Content Performance Analysis

3. RESULT AND DISCUSSION

a. Coefficient of Determination (R^2)

The coefficient of determination test shows that the R Square value is 0.037. This indicates that Instagram Insight utilization comprising follower demographic analysis, active time analysis, and content performance analysis explains only 3.7% of the variance in consumer purchase decisions. The remaining 96.3% is influenced by other variables outside the scope of this study. This very low explanatory power suggests that Instagram Insight utilization, as currently implemented by Rumah Madu, does not substantially contribute to



shaping consumer purchasing behavior. According to Chaffey and Ellis-Chadwick (2019), digital analytics can enhance marketing performance only when systematically integrated into strategic decision-making processes. Therefore, the low R^2 may reflect limited strategic optimization of the available data.

b. Partial Test (t-test)

The t-test results indicate that all independent variables have significance values greater than 0.05:

- ✓ Follower Demographic Analysis: Sig. = 0.153
- ✓ Active Time Analysis: Sig. = 0.312
- ✓ Content Performance Analysis: Sig. = 0.693

These results demonstrate that none of the independent variables have a statistically significant partial effect on purchase decisions.

Interestingly, the regression coefficient for Content Performance Analysis is negative ($B = -0.137$), although not significant. This suggests that engagement metrics alone may not translate into purchasing behavior. Kotler and Keller (2016) explain that engagement does not necessarily equal conversion; consumer purchase decisions involve complex psychological and situational factors beyond exposure or interaction.

From the perspective of the Stimulus–Organism–Response (S-O-R) theory (Mehrabian & Russell, 1974), the digital stimuli provided through Instagram content may not be strong enough to influence consumers' internal psychological states (organism) to the level required to generate behavioral responses (purchase decisions). This implies that while Instagram may create awareness or engagement, it does not automatically trigger transactional outcomes.

Furthermore, based on the Technology Acceptance Model (Davis, 1989), the effectiveness of Instagram Insight depends on perceived usefulness and the ability of business actors to interpret analytics strategically. The absence of significant results may indicate that Instagram Insight data are not yet fully utilized in a way that meaningfully influences marketing strategies.

c. Simultaneous Test (F-test)

The F-test results show:

- ✓ F value = 1.116
- ✓ Significance value = 0.347 (> 0.05)

This indicates that, simultaneously, the three independent variables do not significantly influence consumer purchase decisions. Therefore, the regression model is statistically insignificant.

The findings suggest that Instagram Insight utilization, as implemented in this context, does not function as a dominant determinant of purchasing behavior. Consumer purchase decisions may instead be influenced by other factors such as:

- ✓ Product quality
- ✓ Price competitiveness
- ✓ Brand trust



- ✓ Word-of-mouth recommendations
- ✓ Offline interactions
- ✓ Consumer income level

Kotler and Keller (2016) emphasize that purchasing decisions are multidimensional, involving cultural, social, personal, and psychological influences. Thus, relying solely on social media analytics may be insufficient to drive measurable sales growth.

d. Theoretical Implications

1) Implication for S-O-R Theory

The findings partially challenge the direct linear assumption that optimized digital stimuli automatically lead to behavioral responses. In this case, the stimulus (Instagram content optimized via Insight data) appears insufficient to produce a significant response (purchase decision).

This suggests that the organism stage—consumer perception, emotional attachment, and trust—may require deeper relational marketing efforts beyond analytics-based optimization.

2) Implication for TAM

Although Instagram Insight is technologically available, its perceived usefulness in influencing sales outcomes appears limited in practice. TAM suggests that technology adoption alone does not guarantee performance impact; effectiveness depends on strategic integration and managerial capability.

4. CONCLUSION

Based on the statistical analysis, this study concludes:

- a. Instagram Insight utilization does not have a significant partial effect on consumer purchase decisions.
- b. Simultaneously, demographic analysis, active time analysis, and content performance analysis do not significantly influence purchasing decisions.
- c. The explanatory power of the model is very low ($R^2 = 3.7\%$), indicating that most variations in purchasing decisions are influenced by other factors outside this research model.
- d. The research hypothesis stating that Instagram Insight utilization influences purchase decisions is rejected.

These findings indicate that digital analytics usage alone is insufficient to significantly drive consumer purchasing behavior in the Rumah Madu context.

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