Analyzing F&B Instagram Digital Marketing in Universitas Negeri Jakarta: A Student Perspective

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Abstract

In digital marketing on Instagram, there are several forms, including Instagram Ads Marketing, KOL Marketing, and UGC Marketing. The purpose of this study is to determine the impact of the effectiveness of each variable on the interest and purchasing decisions of F&B consumers through the social media platform Instagram. This research employs a quantitative descriptive approach using the Structural Equation Model with the Partial Least Square (PLS-SEM) method. The results of this study demonstrate that Instagram Ads and KOL Marketing significantly influence Purchasing Decisions for F&B Products, whereas UGC Marketing does not significantly affect Purchasing Decisions for F&B Products. Instagram Ads, KOL, and UGC Marketing have a significant influence on Purchasing Intentions for F&B Products. Purchasing Intentions significantly influence Purchasing Decisions for F&B Products. Purchasing Intentions can mediate the significant impact of Instagram Ads Marketing on Purchasing Decisions. Purchasing Intentions can mediate the significant impact of Key Opinion Leader Marketing on Purchasing Decisions. Purchasing Intentions can mediate the significant impact of User Generated Content Marketing on Purchasing Decisions. This research provides various implications that are valuable for companies, marketers, and researchers in gaining a deeper understanding of the effectiveness of advertising on social media platforms, especially Instagram.

Keyword: digital marketing; leader marketing; content marketing; purchase intention; purchase decision

1. Introduction
Digital Marketing History

In 1990, digital marketing was first introduced and entered Indonesia as the internet began to boom worldwide. Initially, digital marketing in Indonesia was only used for online activities such as email marketing and website promotions. In the 2000s, digital marketing in Indonesia continued to evolve with the emergence of various digital platforms such as social media, smartphone applications, and others. In the 2010s, digital marketing in Indonesia further expanded with the introduction of various new innovations such as social media marketing, content marketing, and more.

Digital Marketing Effectiveness

In traditional or brick-and-mortar sales, there exists direct interaction between the seller and the buyer, allowing prospective customers to physically handle the products. This scenario involves face-to-face encounters with potential buyers in a physical location, with the products available for immediate inspection, giving them a tangible presence. Offline sales prioritize in-person interactions between sellers and buyers, which tend to be more time-consuming compared to online sales (Jimly et al., 2020).

On the other hand, online sales encompass the entire sales process, starting from identifying potential buyers to offering products or services through the utilization of the internet and a variety of electronic devices connected to the web. In the current landscape, the internet is widely accessible across most regions and serves as a platform for sellers to engage in online sales activities. (Jimly et al., 2020).

To assess the level of effectiveness between offline and online marketing, the results of the measurement of offline and online marketing effectiveness in selling products from Classiconesia Company can be found below. Classiconesia Company is a business entity specializing in fashion product sales, including hats and jerseys, as seen in the table below:

Product Name	Monthly Online Sales Target (pcs)	Monthly Online Sales Realization (pcs)	Monthly Offline Sales Target (Pcs)	Monthly Offline Sales Realization (pcs)
Jersey	200	200	50	4
Hat	50	45	20	3

Table 1.1. Offline and Online Marketing Effectiveness
Source: Karya Ilmiah Unisba (Processed from Classiconesia Company 2020)

Digital Marketing on Social Media

As Digital Marketing has evolved over the years, it can be integrated into various communication channels. According to sasanadigital.com, there are three primary channels for digital marketing activities, namely through social media, website marketing, and email marketing. However, in this discussion, we will delve deeper into one of these digital marketing channels, which is social media (Sasana Digital, 2023).

Social media, often referred to as social networking platforms, represents a digital environment designed to enable users to engage with one another and share various forms of content, such as text, images, and videos. Furthermore, social media serves as a digital space that offers tools for social interaction among its users. According to the McGraw Hill Dictionary, social media is defined as a tool that people utilize to connect, communicate, and exchange information and ideas within a virtual network and community. (Universitas Islam An Nur Lampung, 2022).
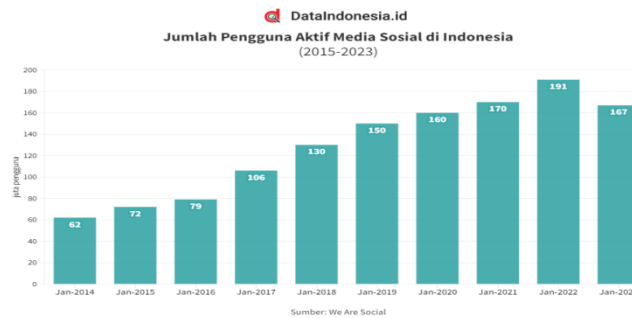

Figure 1.1. Number of Active Social Media Users in Indonesia
Source: DataIndonesia.id

According to the We Are Social report, the number of active social media users in Indonesia reached 167 million people in January 2023, which is equivalent to 60.4% of the country's population. Additionally, Indonesians spend an average of 3 hours and 18 minutes on social media daily, making it the tenth highest in the world (Widi, 2023).

Based on this data, it is evident that the use of social media is highly effective for digital marketing activities. In the context of F&B companies, when marketing their products, they tend to focus on showcasing their products through photos and videos along with captions to provide explanations.

According to Diamond, Instagram offers various supporting features such as profiles, followers, hashtags, push notifications, integration with other social networks, geotagging, and more. Furthermore, one popular feature on Instagram is the commenting feature, which F&B businesses use to interact with their customers, build trust, and ultimately boost interest and purchasing decisions (Khairani, 2018).
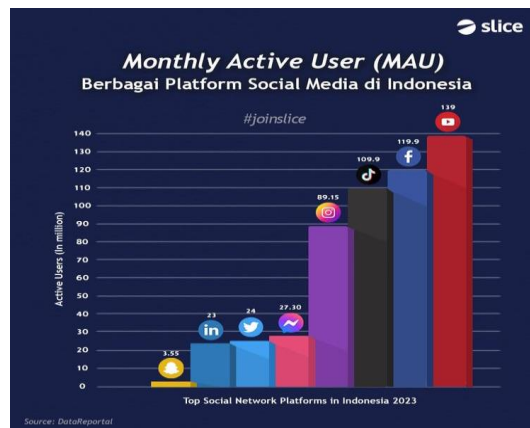

Figure 1.2. Top Social Network Platforms in Indonesia 2023

The Influence of Instagram Digital Marketing (ADS, KOL, UGC) to Purchasing Intention and Purchasing Decision

Entrepreneurs in the F&B industry or digital marketers need to understand and leverage digital marketing through Instagram to enhance product purchase interest. In the realm of Instagram digital marketing, several forms of digital marketing are utilized, including:

1. Instagram Ads (Paid Advertising)
   According to the International Journal of Innovative Science and Research Technology, paid advertising is capable of increasing engagement. Particularly on Instagram, using Instagram Ads can expand and ensure that customers receive targeted ad content. This can pique the interest of customers who may not initially have a desire to purchase a specific food or beverage product. Still, upon seeing an ad (food or drink photos) in their Instagram feed or stories, they become interested and decide to make a purchase (Wahid, 2021).

2. Key Opinion Leader (KOL) Marketing
   KOLs are individuals with expertise in a specific field, allowing them to reach a more specific target audience than influencers (Khoirunnisa & Pinandito, 2023). In the F&B industry, KOLs are often known as Food Vloggers. Food Vloggers possess knowledge and expertise in the food and beverage world, and their reviews or comments can influence consumer interest and purchasing decisions for F&B products that they review.

3. User Generated Content (UGC) Marketing
   User-generated content refers to content created by ordinary users, which is typically considered a fundamental aspect of self-generated content. UGC is content generated by regular individuals who may not be affiliated with professional content-publishing online organizations (Song et al., 2023). Examples of UGC Marketing on Instagram include creating Instagram stories when visiting a restaurant, taking photos of food or beverages being enjoyed, and posting them on one's Instagram account, among other activities.

Of the three forms of Instagram digital marketing briefly outlined above, it is essential for F&B entrepreneurs to determine which marketing approach is most effective for increasing interest and purchase decisions for the F&B products they offer. As the title of this paper suggests, "Analyzing F&B Instagram Digital Marketing in State University Jakarta: A Student Perspective" this paper will further explore the effectiveness of these three forms of digital marketing.

2. Literature Review
2.1 Digital Marketing

According to Kotler and Armstrong, marketing is a social and managerial process that meets individuals' and groups' needs and wants through the creation and exchange of products and value with others. Three core marketing concepts include Customer Orientation, Integrating Marketing Activities, and Customer Satisfaction (Watajdid, 2021).

2.2 Instagram Ads (Paid Advertising)

According to accurate.id, Instagram Ads is a social media advertising platform. Instagram Ads allows users to create ads in their Instagram feed and Instagram Stories, targeting specific audiences to deliver ad content (Cinthya, 2021).

2.3 Key Opinion Leader (KOL)

Influencers are defined as key individuals who have an impact on a group of consumers with sales potential. Social media influencers refer to individuals with a large social following on one or more social media platforms (Bun & Alversia, 2020).

KOLs are individuals with expertise in a specific field, allowing them to reach a more specific target audience than influencers. To select the right KOL for a particular product, it is crucial for an industry to prioritize certain aspects. Therefore, the use of KOL marketing strategies can influence consumer purchase intentions. He and Jin (2022) break down KOL attributes into three aspects: attractiveness, expertise, and trustworthiness.

Attractiveness is related to the appeal factor. People are generally drawn to objects or individuals with aesthetically pleasing features and appearances. Expertise depends on a person's competency. Audiences tend to seek opinions or recommendations from individuals with expertise in a specific field. Trustworthiness represents how much the audience perceives the message conveyed by the speaker as valid and honest (Khoirunnisa & Pinandito, 2023).

2.4 User-Generated Content (UGC)

User-Generated Content, often abbreviated as UGC, represents material crafted by individuals and stands as a central element of self-generated content. UGC comprises content generated by regular individuals who may not be affiliated with online entities that produce professional content. With the widespread availability of high-speed internet and the popularity of social networking services, the creation and consumption of UGC have transformed into daily practices for a multitude of internet users. The style of information generation has also diversified, encompassing content intended for passive consumption. (Song et al., 2023).

Monitoring post-purchase behavior, or post-consumption behavior, is vital for management and marketing professionals. This behavior becomes more manageable with the use of Information and Communication Technology. It provides greater flexibility in monitoring customer feedback or User-Generated Content (UGC). Customer feedback expressed through UGC engages other potential consumers and influences the final decisions of other users (Mondo, 2022).

2.5 Purchasing Intention

With the advent of the internet, consumer retail trends have shifted from conventional brick-and-mortar models to e-commerce and mobile platforms. Consumer intentions to purchase products arise from the decision-making process. Purchase intention increases the willingness to own a specific product (Khoirunnisa & Pinandito, 2023)

Kotler (2017) defines purchase intention as something that arises after consumers evaluate a product they are interested in. Purchase intent is also influenced by unexpected situations, such as the benefits of a product, ultimately leading to a desire to make a purchase.

Ferdinand (2006) elaborates on purchase intention indicators, which include the following:

1. Transactional Intent: The consumer has an intention to buy a product.
2. Referential Intent: The consumer intends to provide recommendations or references for products to other consumers.
3. Preferential Intent: The consumer intends to select one product as their primary choice over other products.
4. Exploratory Intent: The consumer intends to seek more in-depth information about a product.

2.6 Purchasing Decision

Wharton (2011) describes customers' purchase decisions as business outcomes to process and transform them into a clear and clean operational form for further activities. Customers are individuals composed of emotions, feelings, the ability to think, understand messages, and decipher appropriate codes. However, this perception process involves self-creation but is significantly influenced by social, cultural, and environmental factors (Arts & Sciences, 2020).

2.7 Relationship between Instagram Ads Effectiveness and Purchasing Decisions

According to Leo (2018) Instagram Ads is one of the services provided by Instagram for users who want to promote products or services. According to Nabila Amira and Iis Kurnia Nurhayati, the Instagram Ads feature is considered effective for advertising and is a successful approach to communicating communication to customers (Kudus, 2009).

2.8 Relationship between Key Opinion Leader Marketing Effectiveness and Purchasing Decisions

In determining the choice of goods/services that Generation Z will buy, they are strongly influenced by KOL (Key Opinion Leader) spread throughout social media. Reviews from these KOLs or influencers are then trusted by Generation Z to be one of the considerations in their purchasing decisions. Generation Z can easily trust someone they don't even know, but they feel that this KOL is an expert in their field, so they believe it (Utamanyu & Darmastuti, 2022).

2.9 Relationship between User-Generated Content Marketing Effectiveness and Purchasing Decisions

The Theory of Consumer Behavior coined by Anang Firmansyah which explains that consumer behavior goes through 3 (three) stages of activity, namely searching, writing, and evaluating products (Utamanyu & Darmastuti, 2022).

2.10 Relationship between Instagram Ads Marketing Effectiveness and Purchase Intention

According to Keller, (2016) Advertising has one of the basic characteristics of delivering messages repeatedly through audio and visuals that are able to influence and grab consumer attention. If the information conveyed is good, it will form consumer trust and attract interest in buying (Bachri, 2022).

2.11 Relationship between Key Opinion Leader Marketing Effectiveness and Purchase Intention

This brand endorser / Key Opinion Leader can come from ordinary figures or famous figures (celebrities). Brand endorsers here usually act as opinion leaders where their job is to provide information to others and try to influence them to increase purchase interest (Rukmuin, Payapo., Saiahainenia, 2022).

2.12 Relationship between User-Generated Content Marketing Effectiveness and Purchase Intention

In relation to user generated content, by looking at the increasingly countless number of sellers on Instagram, feedback from others about a product will definitely influence a person's interest in buying a product (Faizal, 2021).

2.13 Relationship between Purchase Intention and Purchase Decision

Purchasing decisions according to Schiffman and Kanuk (2009) are choices from two or more alternative purchasing decision options, meaning that someone can make a decision, several alternative choices must be available. According to Kotler (2013) there are several factors that influence purchasing decisions, one of which is psychological factors, namely buying interest (Sari, 2020).

2.14 Purchase Intention as an Intervening Variable

The results obtained from research (Solihin, Dedi 2020) are that the higher the purchase interest, the higher the purchasing decision. Research (Dikri, Sendi 2023) found that professional opinions (Key Opinion Leaders) are more trustworthy than lay opinions. In addition, if the source of online reviews (User-Generated Content) is considered reputable, because it comes from relatives, family, or people closest to them, then buyers tend to consider the product also credible, which in turn can influence buying interest, which in turn consumers can make a decision to buy the product (Sendi, 2023).

H1: There is an Influence of Instagram Ads Marketing Effectiveness (X1) on Purchase Decisions (Y).

H2: There is an Influence of Key Opinion Leader Marketing Effectiveness (X2) on Purchase Decisions (Y).

H3: There is an Influence of User-Generated Content Marketing Effectiveness (X3) on Purchase Decisions (Y).

H4: There is an Influence of Instagram Ads Marketing Effectiveness (X1) on Purchase Intent (Z).

H5: There is an Influence of Key Opinion Leader Marketing Effectiveness (X2) on Purchase Intention (Z).

H6: There is an Influence of User-Generated Content Marketing Effectiveness (X3) on Purchase Intention (Z).

H7: There is an Influence of Purchase Intention (Z) on Purchase Decisions (Y).

H8: There is a Mediating Influence of Purchase Intention (Z) on the Effect of Instagram Ads Marketing Effectiveness (X1) on Purchase Decisions (Y).

H9: There is a Mediating Influence of Purchase Intenttion Z) on the Effect of Key Opinion Leader Marketing Effectiveness (X2) on Purchase Decisions (Y).

H10: There is a Mediating Influence of Purchase Intention (Z) on the Effect of User-Generated Content Marketing Effectiveness (X3) on Purchase Decisions (Y).

3. Material and Method
Conceptual Definition

Table 3.1 Operationalization of Variables

Variable	Conceptual Definition	Dimensions	Indicators	Item Number	Source
Instagram Ads Marketing (X1)	Instagram Ads is a form of digital marketing that allows users to create advertisements in Instagram feed and stories, targeting specific audiences to deliver ad content (Cinthya, 2021).	1. Information 2. Image 3. Audio 4. Price 5. Promotion	1. Provides comprehensive information 2. Displays captivating images 3. Uses appropriate audio 4. Offers affordable pricing 5. Implements various promotional programs	1-5	(Kurniawan, 2023)
Key Opinion	KOL (Key Opinion Leader)	1. Attractiveness	1. Possesses high attractiveness	6-10	(He & Jin, 2022)

Leader Marketing (X2)	is an individual with expertise in a specific field, enabling them to reach a more specific target audience compared to influencers (Bun & Alversia, 2020).	2. Expertise 3. Trustworthiness	2. Demonstrates competence in the F&B field 3. Has a relevant background 4. Inspires trust in the product 5. Uses authentic narratives		
User-Generated Content Marketing (X3)	UGC (User-Generated Content) refers to content created by ordinary individuals who do not necessarily belong to online organizations that publish professional content (Song et al., 2023).	1. Cognitive 2. Affective	1. Trust in customer reviews from product purchasers 2. Trust in the experiences of other customers 3. Impressions of authentic customer reviews 4. Provides new insights into the product 5. Empathy for customer desires	11-15	(Mustika, 2023)
Purchasing Intentions (Z)	Purchasing Intentions are formed after consumers evaluate the product in question, influenced by unforeseen situations like the benefits of a product, eventually creating a desire to make a purchase (Kotler, 2017).	. Likely 2. Definitely Would 3. Probable	1. Consumers plan to make a purchase in the near future 2. Consumers are interested in making a purchase 3. Consumers choose a specific F&B as their primary purchasing destination 4. The presence of competitors does not deter consumers	16 - 20	(Stevina & Brahmana, 2015)

			5. Consumers plan to make purchases in the future		
Purchasing Decisions (Y)	Purchase decisions involve the selection of two or more alternative choices, leading to a decision to buy or not, based on Schiffman and Kanuk (2008).	1. Product selection 2. Brand selection 3. Timing of purchase 4. Payment method selection	1. Buying products due to need 2. Purchasing products due to brand reputation 3. Buying in alignment with the timing of purchase 4. Streamlining the purchasing process 5. Providing various payment methods	21 - 25	(Lifi Pratika et al., 2020)

3.1 Design Study

The research is conducted at the State University of Jakarta, located at R.Mangun Muka Raya Street, No.11, RT.11/ RW.14, Rawamangun, Pulo Gadung District, East Jakarta, DKI Jakarta, 13220. The research implementation is scheduled for the period from October to November 2023. This study employs a quantitative descriptive approach because it aims to depict variables as they are, supported by numerical data derived from real-life situations (Iii & Penelitian, 2013). Sugiyono (2019:126) explains that the population is a generalization area consisting of objects or subjects with specific quantities and characteristics determined by the researcher for study and subsequent conclusion (Ajijah & Selvi, 2021). In this research, the population comprises Generation Z individuals aged 8-23 years at the State University of Jakarta. The research utilizes a questionnaire as a research instrument, which includes demographic data such as name/initials, age, income, gender, and several questionnaire items. The primary instrument used in this research is the questionnaire, which will be distributed online or electronically through Google Forms, requiring an appropriate measurement scale to represent respondents' answers. To obtain data for the five variables in this study, which are Instagram Digital Marketing, Instagram Ads Marketing, Key Opinion Leader Marketing, User Generated Content Marketing, Purchasing Intention, and Purchasing Decision, you will use a questionnaire survey method.

3.2 Data Analysis

The data analysis technique used in this study is the Structural Equation Model (SEM) with a Partial Least Square (PLS-SEM) approach. The analysis of the outer and inner model of indicators and variables in this research is performed using the SmartPLS 3 computer program (Cristin, 2015). According to Hair et al. (2017), there are two evaluations for PLS-SEM:

1. Evaluation of the measurement model or outer model is conducted to assess the validity and reliability of the model. Tests conducted on the outer model include:

a. Convergent Validity
b. Discriminant Validity
c. Composite Reliability
d. Cronbach's Alpha
2. Evaluation of the structural model or inner model aims to predict relationships between latent variables. Tests conducted on the inner model include:
a. Goodness of Fit (GoF)
b. Predictive Relevance (q2)
c. R2 for endogenous latent variables

4. Result

This study classifies respondents into various categories such as gender, age, place of residence, and highest education level. Here are the results of the calculation of respondent characteristics:

Table 4.1 Respondent Characteristics

Characteristics		Frequency	Percentage
Gender	Female	105	70.00%
	Male	45	30.00%
	Total	**150**	**100.00%**
Age	< 8 Years	0	0.00%
	8 - 23 Years	150	100.00%
	24 - 40 Years	0	0.00%
	> 40 Years	0	0.00%
	Total	**150**	**100.00%**
Place of Residence	Greater Jakarta	148	98.67%
	Outside Greater Jakarta	2	1.33%
	Total	**150**	**100.00%**
Highest Education Level	Elementary School	0	0.00%
	Junior High School	0	0.00%
	Senior High School	150	100.00%
	Bachelor's (S1/S2)	0	0.00%
	Total	**150**	**100.00%**

Source: Primary Data Processed (2023)

Based on the table above, it can be observed that in terms of gender, there are 105 female respondents (70%) and 45 male respondents (30%). This indicates that the majority of the study's respondents are female.

Regarding age, all respondents in the study fall within the 8-23 years range (100%) as it aligns with the criteria for the study's respondents who are UNJ students. There are no respondents below 8 years, between 24-40 years, or above 40 years.

In terms of place of residence, 148 respondents are from Greater Jakarta (98.67%), while 2 respondents are from outside Greater Jakarta (1.33%). This indicates that the majority of the study's respondents are from Greater Jakarta.

Based on the highest education level, all respondents have a background of senior high school (SMA) as their highest education level, totaling 150 individuals (100%). This is because the majority of the students are fresh graduates from senior high school.

Results of PLS-SEM Analysis

Measurement Model Evaluation (Outer Model)

1. Convergent Validity

Convergent validity is an evaluation of the measurement model with items that have values based on the correlation between item scores and construct values. Convergent validity is measured using Loading Factors and the AVE (Average Variance Extracted) factor with the following results:

Table 4.2 Results of Outer Loading Validity

Construct	Indicator	Outer Loading Value	Description
Instagram Ads Marketing (X_1)	X1.1	0,930	Valid
	X1.2	0,906	Valid
	X1.3	0,895	Valid
	X1.4	0,897	Valid
	X1.5	0,871	Valid
Key Opinion Leader Marketing (X_2)	X2.1	0,902	Valid
	X2.2	0,935	Valid
	X2.3	0,901	Valid
	X2.4	0,881	Valid
	X2.5	0,889	Valid
User Generated Content Marketing (X3)	X3.1	0,904	Valid
	X3.2	0,915	Valid
	X3.3	0,873	Valid
	X3.4	0,917	Valid
	X3.5	0,897	Valid
Purchasing Decisions (Y)	Y1	0,915	Valid
	Y2	0,847	Valid
	Y3	0,915	Valid
	Y4	0,871	Valid

Construct	Indicator	Outer Loading Value	Description
	Y5	0,871	Valid
Purchasing Intentions (Z)	Z1	0,931	Valid
	Z2	0,900	Valid
	Z3	0,874	Valid
	Z4	0,853	Valid
	Z5	0,901	Valid

Source: Data Processed with SmartPLS 3 (2023)

Based on the table above, this study comprises a total of 25 questionnaire items from all the indicators. Therefore, the model will be re-evaluated using AVE (Average Variance Extracted) as follows:

Table 4.3 AVE Tabulation Results

Variable	AVE
Instagram Ads Marketing (X_1)	0,810
Key Opinion Leader Marketing (X_2)	0,814
User Generated Content Marketing (X3)	0,812
Purchasing Intentions (Z)	0,782
Purchasing Decisions (Y)	0,796

Source: Data Processed with SmartPLS 3 (2023)

Based on the table above, the AVE values for each variable are all > 0.50. Therefore, the model has different variance content. The research model's structural structure is as follows:

Figure 4.1 Outer Model Test Results
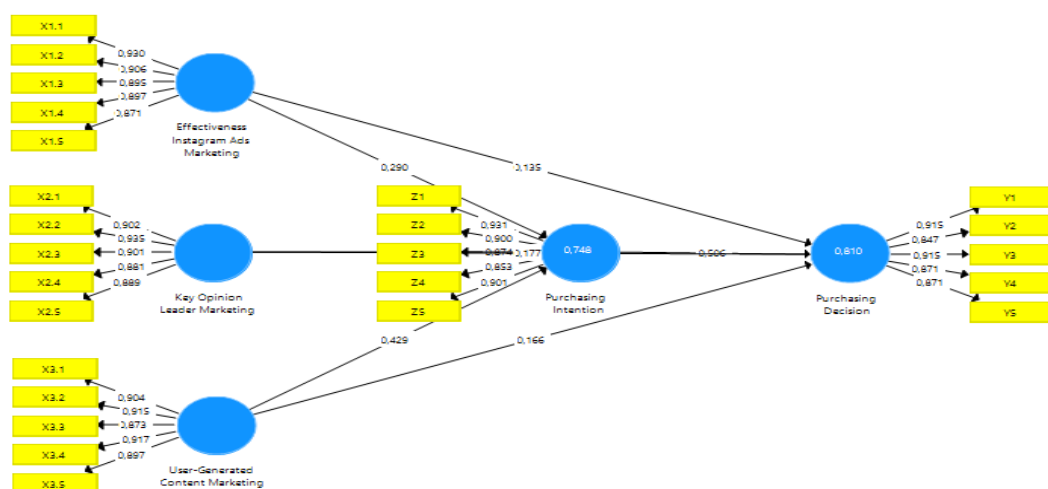
2. Discriminant Validity

Discriminant validity tests use cross-loading factors and the square root of AVE (Average Variance Extracted) to determine if constructs have sufficient discriminant

validity. The standard values for each construct are that cross-loadings should be greater than 0.7, and the square root of AVE should be greater than the correlations between latent constructs. This indicates that the manifest variables in the study accurately describe their latent variables and demonstrates that all the items are valid. Here are the results of cross-loading factors and the square root of AVE:

Table 4.4 AVE Tabulation Results

Item Code	X1	X2	X3	Y	Z
X1.1	**0,930**	0,658	0,648	0,725	0,727
X1.2	**0,906**	0,577	0,570	0,620	0,635
X1.3	**0,895**	0,651	0,584	0,663	0,709
X1.4	**0,897**	0,692	0,687	0,745	0,720
X1.5	**0,871**	0,647	0,639	0,680	0,647
X2.1	0,705	**0,902**	0,646	0,698	0,684
X2.2	0,681	**0,935**	0,662	0,721	0,717
X2.3	0,632	**0,901**	0,611	0,669	0,654
X2.4	0,608	**0,881**	0,561	0,664	0,647
X2.5	0,611	**0,889**	0,560	0,684	0,653
X3.1	0,673	0,643	**0,904**	0,732	0,739
X3.2	0,662	0,567	**0,915**	0,703	0,719
X3.3	0,579	0,585	**0,873**	0,676	0,703
X3.4	0,605	0,603	**0,917**	0,685	0,714
X3.5	0,620	0,643	**0,897**	0,729	0,717
Y1	0,731	0,693	0,749	**0,915**	0,806
Y2	0,641	0,645	0,675	**0,847**	0,784
Y3	0,654	0,688	0,692	**0,915**	0,780
Y4	0,679	0,734	0,638	**0,871**	0,761
Y5	0,678	0,609	0,707	**0,871**	0,728
Z1	0,680	0,682	0,735	0,788	**0,931**
Z2	0,707	0,626	0,703	0,767	**0,900**
Z3	0,674	0,625	0,675	0,787	**0,874**
Z4	0,668	0,666	0,703	0,744	**0,853**
Z5	0,689	0,718	0,738	0,808	**0,901**

Source: Data Processed with SmartPLS 3 (2023)

Based on the table above, it can be concluded that the cross-loading values for each variable are all greater than 0.7, indicating that each indicator is considered valid.

Table 4.4 Results of the Square Root of AVE

	X1	X2	X3	Y	Z
X1	**0,900**				
X2	0,719	**0,902**			
X3	0,697	0,675	**0,901**		

Y	0,765	0,763	0,783	**0,885**	
Z	0,766	0,745	0,797	0,873	**0,892**

Source: Data Processed with SmartPLS 3 (2023)

Based on the table above, it is evident that the square root of AVE for each variable is greater than the correlation between latent constructs. Therefore, based on the testing using the Fornell-Larcker Criterion, it can be concluded that the outer model is valid.

3. Cronbach's Alpha and Composite Reliability

To measure the reliability of a construct in PLS-SEM using the SmartPLS application, two methods are used: Cronbach's Alpha and Composite Reliability. The testing criteria for both methods to be considered reliable are that their values should be greater than 0.7, as shown in the following results:

Table 4.4 Reliability Test Results

	Composite reliability.	*Cronbach's Alpha*
X1	0,955	0,941
X2	0,956	0,943
X3	0,956	0,942
Y	0,947	0,930
Z	0,951	0,936

Source: Data Processed with SmartPLS 3 (2023)

Based on the table above, it's evident that all variable values in the reliability testing, whether using Cronbach's Alpha or Composite Reliability, have values above 0.7. Therefore, it can be concluded that the tested variables are valid and reliable, allowing for the testing of the structural model.

Structural Model Evaluation (Inner Model)

1. Goodness of Fit (GoF)

Testing using the Goodness of Fit (GoF) is an evaluation of the overall model, which encompasses both the measurement model and the structural model. The calculation results are presented using the GoF Index as shown below:

Table 4.5 Goodness of Fit (GoF) Index

Variable	R Square	AVE	GoF Indeks
Y	0,810	0,782	0,796
Z	0,748	0,796	0,772

Source: Data Processed with SmartPLS 3 (2023)

Based on the table above, it can be seen that the GoF Index value is 0.796 for the variable Purchasing Intention (Z) and 0.772 for the variable Purchasing Decision (Y). Therefore, it can be concluded that the GoF Index values fall into the high category, which means that the research data is capable of explaining the measurement model.

2.   Effect Size (F Square)

To determine the qualitative level of influence of the research model, which consists of several latent variables, an effect size measurement (F Square) is used. Here are the results of the F Square test:

Table 4.6 Effect Size (F Square)

	Y	Z
X_1	0,034	0,134
X_2	0,063	0,102
X_3	0,049	0,328
Z	-0,340	

Source: Data Processed with SmartPLS 3 (2023)

Based on the table above, the effect size values among the constructs are as follows: Instagram Ads Marketing (X1) on Purchasing Intentions (Z) is 0.134, while on Purchasing Decisions (Y) it is 0.034. Key Opinion Leader Marketing (X2) on Purchasing Intentions (Z) is 0.102, and on Purchasing Decisions (Y) it is 0.063. User Generated Content Marketing (X3) on Purchasing Intentions (Z) is 0.328, and on Purchasing Decisions (Y) it is 0.049. Purchasing Intentions (Z) on Purchasing Decisions (Y) is -0.340. Therefore, it is suspected that only the influence of Purchasing Intentions (Z) on Purchasing Decisions (Y) is indicated as negative.

3.   Predictive Relevance (Q2)

To determine the predictive nature of a model, the Q2 Predictive Relevance test can be used. Here are the results of the Q Square test:

Table 4.7 Predictive Relevance (Q2)

Variable	Q^2
Purchasing Intentions (Z)	0,589
Purchasing Decisions (Y)	0,620

Source: Data Processed with SmartPLS 3 (2023)

Based on the table above, the Q2 values for the Purchasing Intentions (Z) variable are 0.589, and for the Purchasing Decisions (Y) variable, it is 0.620. Therefore, all Q2 values are greater than zero, indicating that the structural model of this research possesses Predictive Relevance.

4. Hypothesis Testing

Hypotheses in this research are determined through the calculation of the model using the PLS technique with bootstrapping. The results of bootstrapping calculations yield the T-statistic values for each relationship or path. Hypothesis testing is conducted at a significance level of 0.05. A hypothesis is accepted if the T-statistic value is greater than 1.96. The results of hypothesis testing in this study are as follows:

Table 4.8 Hypothesis Testing Based on t Statistics

Hypothesis	Path	T-Statistics (|O/STDEV|)	P values	Description
H1	X_1 -> Y	2,378	0,018	**Accepted**
H2	X_2 -> Y	2,818	0,005	**Accepted**
H3	X_3 -> Y	1,838	0,067	**Rejected**
H4	X_1 -> Z	3,040	0,002	**Accepted**
H5	X_2 -> Z	2,668	0,008	**Accepted**
H6	X_3 -> Z	4,054	0,000	**Accepted**
H7	Z -> Y	5,809	0,000	**Accepted**
H8	X_1 -> Z -> Y	2,948	0,003	**Accepted**
H9	X_2 -> Z -> Y	2,323	0,021	**Accepted**
H19	X_3 -> Z -> Y	3,048	0,002	**Accepted**

Source: Data Processed with SmartPLS 3 (2023)

Based on the table above, the results of hypothesis testing are as follows:

1. The variable Instagram Ads Marketing (X1) has a significant impact on Purchasing Decisions (Y), indicated by a T-statistic value of 2.378 > 1.96, and the p-value is 0.018 < 0.05. This proves that Instagram Ads Marketing (X1) significantly influences Purchasing Decisions (Y). Thus, H1 of this study is accepted.
2. The variable Key Opinion Leader Marketing (X2) has a significant impact on Purchasing Decisions (Y), indicated by a T-statistic value of 2.818 > 1.96, and the p-value is 0.005 < 0.05. This proves that Key Opinion Leader Marketing (X2) significantly influences Purchasing Decisions (Y). Therefore, H2 of this study is accepted.
3. The variable User Generated Content Marketing (X3) does not have a significant impact on Purchasing Decisions (Y), indicated by a T-statistic value of 1.838 < 1.96, and the p-value is 0.067 > 0.05. This proves that User Generated Content Marketing (X3) does not have a significant influence on Purchasing Decisions (Y). Thus, H3 of this study is rejected.
4. The variable Instagram Ads Marketing (X1) has a significant impact on Purchasing Intentions (Z), indicated by a T-statistic value of 3.040 > 1.96, and the p-value is 0.002 < 0.05. This proves that Instagram Ads Marketing (X1) significantly influences Purchasing Intentions (Z). Thus, H4 of this study is accepted.
5. The variable Key Opinion Leader Marketing (X2) has a significant impact on Purchasing Intentions (Z), indicated by a T-statistic value of 2.668 > 1.96, and the p-value is 0.008 <

0.05. This proves that Key Opinion Leader Marketing (X2) significantly influences Purchasing Intentions (Z). Therefore, H5 of this study is accepted.

6. The variable User Generated Content Marketing (X3) has a significant impact on Purchasing Intentions (Z), indicated by a T-statistic value of 4.054 > 1.96, and the p-value is 0.000 < 0.05. This proves that User Generated Content Marketing (X3) significantly influences Purchasing Intentions (Z). Thus, H6 of this study is accepted.

7. The variable Purchasing Intentions (Z) has a significant impact on Purchasing Decisions (Y), indicated by a T-statistic value of 5.809 > 1.96, and the p-value is 0.000 < 0.05. This proves that Purchasing Intentions (Z) significantly influences Purchasing Decisions (Y). Therefore, H7 of this study is accepted.

8. The variable Instagram Ads Marketing (X1) has a significant impact on Purchasing Decisions (Y) through Purchasing Intentions (Z), indicated by a T-statistic value of 2.948 > 1.96, and the p-value is 0.003 < 0.05. This proves that Purchasing Intentions (Z) can mediate the influence of Instagram Ads Marketing (X1) on Purchasing Decisions (Y). Thus, H8 of this study is accepted.

9. The variable Key Opinion Leader Marketing (X2) has a significant impact on Purchasing Decisions (Y) through Purchasing Intentions (Z), indicated by a T-statistic value of 2.323 > 1.96, and the p-value is 0.021 < 0.05. This proves that Purchasing Intentions (Z) can mediate the influence of Key Opinion Leader Marketing (X2) on Purchasing Decisions (Y). Therefore, H9 of this study is accepted.

10. The variable User Generated Content Marketing (X3) has a significant impact on Purchasing Decisions (Y) through Purchasing Intentions (Z), indicated by a T-statistic value of 3.048 > 1.96, and the p-value is 0.002 < 0.05. This proves that Purchasing Intentions (Z) can mediate the influence of User Generated Content Marketing (X3) on Purchasing Decisions (Y). Thus, H10 of this study is accepted.

5. Discussion

1. The Influence of Instagram Ads Marketing (X1) on Purchasing Decisions (Y)
   Based on the hypothesis testing results, a significant effect was found with a t-statistic value of 2.378 > 1.96 and a p-value of 0.018 < 0.05. Therefore, it can be concluded that H1 of this research is supported. Instagram Ads Marketing has a significant influence on Purchasing Decisions in the F&B industry.

2. The Influence of Key Opinion Leader Marketing (X2) on Purchasing Decisions (Y)
   The hypothesis testing results showed a significant impact with a t-statistic value of 2.818 > 1.96 and a p-value of 0.005 < 0.05. Thus, H2 of this research is confirmed. Key Opinion Leader Marketing has a significant influence on Purchasing Decisions in the F&B industry.

3. The Influence of User Generated Content Marketing (X3) on Purchasing Decisions (Y)
   Based on the hypothesis testing results, it was found that the t-statistic value was 1.838 < 1.96, and the p-value was 0.067 > 0.05. Therefore, it can be concluded that H3 of this research is not supported. User Generated Content Marketing does not have a significant influence on Purchasing Decisions in the F&B industry.

4. The Influence of Instagram Ads Marketing (X1) on Purchasing Intentions (Z)
   Based on the hypothesis testing results, a significant effect was found with a t-statistic value of 3.040 > 1.96 and a p-value of 0.002 < 0.05. Therefore, H4 of this research is

supported. Instagram Ads Marketing has a significant influence on Purchasing Intentions in the F&B industry.

5. The Influence of Key Opinion Leader Marketing (X2) on Purchasing Intentions (Z)
   The hypothesis testing results showed a significant impact with a t-statistic value of 2.668 > 1.96 and a p-value of 0.008 < 0.05. Thus, H5 of this research is confirmed. Key Opinion Leader Marketing has a significant influence on Purchasing Intentions in the F&B industry.

6. The Influence of User Generated Content Marketing (X3) on Purchasing Intentions (Z)
   Based on the hypothesis testing results, a significant effect was found with a t-statistic value of 4.054 > 1.96 and a p-value of 0.000 < 0.05. Therefore, H6 of this research is supported. User Generated Content Marketing has a significant influence on Purchasing Intentions in the F&B industry.

7. The Influence of Purchasing Intentions (Z) on Purchasing Decisions (Y)
   Based on the hypothesis testing results, a significant effect was found with a t-statistic value of 5.809 > 1.96 and a p-value of 0.000 < 0.05. Therefore, H7 of this research is confirmed. Purchasing Intentions have a significant influence on Purchasing Decisions in the F&B industry.

8. The Mediating Effect of Purchasing Intentions (Z) in the Influence of Instagram Ads Marketing (X1) on Purchasing Decisions (Y)
   Based on the hypothesis testing results, a significant mediating effect was found with a t-statistic value of 2.948 > 1.96 and a p-value of 0.003 < 0.05. Therefore, H8 of this research is supported. Purchasing Intentions mediate the significant influence of Instagram Ads Marketing on Purchasing Decisions.

9. The Mediating Effect of Purchasing Intentions (Z) in the Influence of Key Opinion Leader Marketing (X2) on Purchasing Decisions (Y)
   Based on the hypothesis testing results, a significant mediating effect was found with a t-statistic value of 2.323 > 1.96 and a p-value of 0.021 < 0.05. Therefore, H9 of this research is confirmed. Purchasing Intentions mediate the significant influence of Key Opinion Leader Marketing on Purchasing Decisions.

10. The Mediating Effect of Purchasing Intentions (Z) in the Influence of User Generated Content Marketing (X3) on Purchasing Decisions (Y)
    Based on the hypothesis testing results, a significant mediating effect was found with a t-statistic value of 3.048 > 1.96 and a p-value of 0.002 < 0.05. Therefore, H10 of this research is confirmed. Purchasing Intentions mediate the significant influence of User Generated Content Marketing on Purchasing Decisions.

6. Conclusion, Implication, and Recommendation
Conclusion

Based on all the above analysis results, the following conclusions can be drawn from this research:

1. Instagram Ads Marketing (X1) has a significant influence on Purchasing Decisions (Y). Therefore, it can be concluded that H1 of this research is supported. Instagram Ads Marketing has a significant influence on Purchasing Decisions in the F&B industry. These result are in line with research conducted by Meyda Dewi (2021) in her Journal entitled

'The influence of advertising via Instagram Ads and endorsement on purchasing decisions (at the Hijab My Dream online store)'.

2. Key Opinion Leader Marketing (X2) has a significant influence on Purchasing Decisions (Y). Therefore, H2 of this research is accepted. Key Opinion Leader Marketing has a significant influence on Purchasing Decisions in the F&B industry. These result are in line with research conducted by Rizki Ayu Safitri in her Journal entitled 'Influence of content marketing, and use of KOL (Key Opinion Leader) tasks to the most identified skincareskintific products interest in buying through brand awareness in the city of Pontianak'.

3. User Generated Content Marketing (X3) does not have a significant influence on Purchasing Decisions (Y). Therefore, it can be concluded that H3 of this research is not supported. User Generated Content Marketing does not have a significant influence on Purchasing Decisions in the F&B industry.

4. Instagram Ads Marketing (X1) has a significant influence on Purchasing Intentions (Z). Therefore, H4 of this research is supported. Instagram Ads Marketing has a significant influence on Purchasing Intentions in the F&B industry. These result are in line with research conducted by Ati Mustikasari (2022) in her Journal entitled 'How interactivity of Instagram ads through hedonic motivation can affect purchase interest'.

5. Key Opinion Leader Marketing (X2) has a significant influence on Purchasing Intentions (Z). Thus, H5 of this research is confirmed. Key Opinion Leader Marketing has a significant influence on Purchasing Intentions in the F&B industry. These result are in line with research conducted by Rizki Ayu Safitri in her Journal entitled 'Influence of content marketing, and use of KOL (Key Opinion Leader) tasks to the most identified skincareskintific products interest in buying through brand awareness in the city of Pontianak'.

6. User Generated Content Marketing (X3) has a significant influence on Purchasing Intentions (Z). Therefore, H6 of this research is supported. User Generated Content Marketing has a significant influence on Purchasing Intentions in the F&B industry. These result are in line with research conducted by Hyo Geun Song (2023) in his Journal entitled 'How attitude and para-social interaction influence purchase intentions of Mukbang users: A mixed-method study'.

7. Purchasing Intentions (Z) have a significant influence on Purchasing Decisions (Y). Therefore, H7 of this research is confirmed. Purchasing Intentions have a significant influence on Purchasing Decisions in the F&B industry. According ejournal.asaindo.ac.id, as someone's buying interest increases, the possibility of purchasing will also increase.

8. Instagram Ads Marketing (X1) has an indirect influence on Purchasing Decisions (Y) through Purchasing Intentions (Z). Therefore, H8 of this research is supported. Purchasing Intentions mediate the significant influence of Instagram Ads Marketing on Purchasing Decisions.

9. Purchasing Intentions (Z) mediate the significant influence of Key Opinion Leader Marketing (X2) on Purchasing Decisions (Y). Therefore, H9 of this research is confirmed. Purchasing Intentions mediate the significant influence of Key Opinion Leader Marketing on Purchasing Decisions.

10. User Generated Content Marketing (X3) indirectly influences Purchasing Decisions (Y) through Purchasing Intentions (Z). Therefore, H10 of this research is accepted. Therefore, H10 of this research is confirmed. Purchasing Intentions mediate the significant influence of User Generated Content Marketing on Purchasing Decisions.

Implication

This research can provide various implications that are beneficial for companies, marketers, and researchers in gaining a deeper understanding of the effectiveness of advertising on social media platforms. Here are some research implications:

1. Optimization of Advertising Strategies:
   The research can help companies gain a better understanding of the factors that influence the effectiveness of their ads on Instagram. This can help them optimize their advertising strategies, such as better targeting, more effective creatives, and wiser budget allocation.
2. Improved Targeting:
   The research findings can assist companies in better understanding their audience and designing more relevant ads. This may involve adjusting age, gender, interests, geography, and other factors in ad targeting.
3. Content Quality:
   The research can help companies understand the types of content that are most appealing to their Instagram audience. This can lead to the production of higher-quality and more engaging content.
4. Evaluation of the Instagram Algorithm:
   Research can contribute to a better understanding of how the Instagram algorithm affects ad exposure and engagement. This can help companies adapt their strategies to changes in the algorithm.
5. Understanding Audience Insights:
   Research can help identify trends and changing user preferences on Instagram over time. This can assist companies in designing ads that align with these evolving dynamics.
6. Influence of UGC and KOL:
   The research could encompass the influence of User Generated Content (UGC) and Key Opinion Leader (KOL) Marketing on Instagram, allowing companies to understand the best ways to collaborate with users or influencers in their advertising campaigns.

Recommendation

For further research, the researcher proposes several recommendations for improvement as follows:

1. Use social media other than Instagram to implement digital marketin.
2. Increase the sample size by not limiting the age range because this can limit the respondents' viewpoints which are limited to young people.
3. Adding moderating variables which are thought to strengthen research models such as Brand Image or e-WOM.

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Appendix

Questionnaire Questions

The following questionnaire questions use a Likert scale with the measurement classification as follows:

1. STS: Strongly Disagree
2. TS: Disagree
3. CS: Neutral
4. S: Agree
5. SS: Strongly Agree

Please fill in the following statements by placing a checkmark (✓) in the column that corresponds to your response.

Instagram Ads Marketing	1	2	3	4	5
	STS	TS	CS	S	SS
I receive comprehensive information on Instagram Ads Marketing for F&B businesses.					
I often come across attractive images in Instagram Ads Marketing for F&B businesses.					
I frequently find the use of audio that matches the content in Instagram Ads Marketing for F&B businesses.					
I get affordable price offers in Instagram Ads Marketing for F&B businesses.					
I often come across various promotional programs in Instagram Ads Marketing for F&B businesses.					
Key Opinion Leader Marketing	1	2	3	4	5
	STS	TS	CS	S	SS

	1	2	3	4	5
I often find KOLs who are attractive to F&B business consumers.					
I frequently encounter KOLs who are highly competent for F&B business consumers.					
I often come across KOLs with backgrounds suitable for F&B businesses.					
I feel very comfortable trusting F&B business KOLs on Instagram.					
I frequently find narratives that are not exaggerated when offering products to F&B business consumers.					
User Generated Content Marketing	**1**	**2**	**3**	**4**	**5**
	STS	**TS**	**CS**	**S**	**SS**
I trust customer reviews who have purchased products through F&B business Instagram.					
I trust the experiences shared by other customers on F&B business Instagram.					
I feel interested in reading genuine customer reviews on F&B business Instagram.					
I gain new insights after reading other customer reviews on F&B business Instagram.					
I feel the empathy provided by the management towards customers on F&B business Instagram.					
Purchasing Intentions	**1**	**2**	**3**	**4**	**5**
	STS	**TS**	**CS**	**S**	**SS**
I plan to make a purchase soon after seeing promotions on F&B business Instagram.					
I'm interested in making a purchase after seeing offers on F&B business Instagram.					
I choose specific F&B after seeing it on F&B business Instagram.					
I'm not interested in switching choices after seeing promotions on F&B business Instagram.					
I plan to make purchases in the future after seeing F&B business Instagram.					
Purchasing Decisions	**1**	**2**	**3**	**4**	**5**
	STS	**TS**	**CS**	**S**	**SS**
I buy F&B products according to my needs.					

I buy F&B products because of the brand's product reputation.					
I buy F&B products according to the right purchase time.					
I feel the purchase process becomes faster for F&B products.					
I have various payment method options when buying F&B products.					