ANALYSIS OF MARKETING STRATEGIES ON INSTAGRAM ON CONSUMER BUYING INTEREST THROUGH CUSTOMER INTERACTION AS MEDIATION

ANALISIS STRATEGI PEMASARAN DI INSTAGRAM TERHADAP MINAT BELANJA KONSUMEN MELALUI INTERAKSI PELANGGAN SEBAGAI MEDIATOR

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ABSTRACT
The increasing use of Instagram as a digital marketing platform in the food and beverage industry is not always accompanied by stable consumer engagement and purchase intention. Café Ruang Bertemu in Sukabumi City faces a similar condition, where its Instagram marketing activities have not been able to consistently drive sustainable growth in customer visits. This situation indicates problems in the effectiveness of digital marketing strategies and customer interaction in shaping consumers' purchase intentions. This study aims to analyze the effect of Instagram-based digital marketing strategies on consumers' purchase intention, examine the influence of customer interaction on purchase intention, and assess the mediating role of customer interaction. This research adopts a quantitative approach with a causal descriptive design. Data were collected from 98 followers of the Instagram account @ruangbertemu.smi through an online questionnaire and analyzed using Partial Least Squares–Structural Equation Modeling (SEM-PLS). The results indicate that Instagram-based digital marketing strategies have a positive and significant effect on customer interaction and consumers' purchase intention. Customer interaction also has a positive and significant effect on purchase intention. Furthermore, customer interaction is proven to significantly mediate the relationship between digital marketing strategies and consumers' purchase intention. The implications of this study suggest that the success of Instagram marketing is determined not only by promotional intensity but also by the quality of interaction between businesses and customers. Therefore, Cafe Ruang Bertemu and similar businesses are encouraged to develop more interactive, responsive, and consistent digital marketing strategies to enhance customer engagement and stimulate sustainable purchase intention.
Keywords: Digital Marketing Strategy, Instagram Marketing, Customer Interaction, Purchase Intention.

ABSTRAK
Peningkatan penggunaan Instagram sebagai platform pemasaran digital di industri makanan dan minuman tidak selalu disertai dengan keterlibatan konsumen yang stabil dan niat pembelian. Café Ruang Bertemu di Kota Sukabumi menghadapi kondisi serupa, di mana aktivitas pemasaran Instagramnya belum mampu secara konsisten mendorong pertumbuhan berkelanjutan dalam kunjungan pelanggan. Situasi ini menunjukkan adanya masalah dalam efektivitas strategi pemasaran digital dan interaksi pelanggan dalam membentuk niat pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh strategi pemasaran digital berbasis Instagram terhadap niat pembelian konsumen, menguji pengaruh interaksi pelanggan terhadap niat pembelian, serta mengevaluasi peran mediasi interaksi pelanggan. Penelitian ini menggunakan pendekatan kuantitatif dengan desain deskriptif kausal. Data dikumpulkan dari 98 pengikut akun Instagram @ruangbertemu.smi melalui kuesioner online dan dianalisis menggunakan Partial Least Squares–Structural Equation Modeling (SEM-PLS). Hasil menunjukkan bahwa strategi pemasaran digital berbasis Instagram memiliki pengaruh positif dan signifikan terhadap interaksi pelanggan dan niat pembelian konsumen. Interaksi pelanggan juga memiliki pengaruh positif dan signifikan pada niat pembelian. Selain itu, interaksi pelanggan terbukti secara signifikan memediasi hubungan antara strategi pemasaran digital dan niat pembelian konsumen. Implikasi dari studi ini menunjukkan bahwa kesuksesan pemasaran Instagram tidak hanya ditentukan oleh intensitas promosi, tetapi juga oleh kualitas interaksi antara bisnis dan pelanggan. Oleh karena itu, Cafe Ruang Bertemu dan bisnis serupa didorong untuk mengembangkan strategi pemasaran digital yang lebih interaktif, responsif, dan konsisten guna meningkatkan keterlibatan pelanggan dan merangsang niat pembelian yang berkelanjutan.
Kata Kunci: Strategi Pemasaran Digital, Pemasaran Instagram, Interaksi Pelanggan, Niat Membeli

INTRODUCTION

The rapid development of digital technology and social media has fundamentally transformed the way businesses market their products and interact with consumers(Ananda & Putri, 2021). Social media platforms are no longer used solely as communication tools but have evolved into strategic instruments for building long-term relationships between brands and customers. Instagram, as a visually oriented platform, offers substantial opportunities for businesses to deliver marketing messages in a creative and interactive manner (Gupta et al., 2020), particularly within the food and beverage (F&B) sector, which relies heavily on visual appeal and consumer experience.

Instagram is widely used to reach younger demographic groups such as millennials and Generation Z, who demonstrate high levels of activity on social media. Features such as photo and video posts, Instagram Stories, Reels, and collaborations with influencers enable businesses to increase brand visibility and expand market reach (Saputra & Hidayat, 2022). When implemented systematically, Instagram marketing strategies are considered effective in building brand awareness and stimulating consumer responses toward promoted products (Kusumawati & Rahayu, 2022).

Nevertheless, the success of Instagram marketing is not determined merely by the presence of a social media account. The effectiveness of marketing strategies is strongly influenced by the quality of content, the alignment of messages with audience characteristics, and the use of analytical tools to understand consumer behavior (Lestari & Nugroho, 2023). Relevant and authentic content, supported by appropriate influencer selection, can enhance message appeal and encourage

stronger consumer engagement (Poorrezaei, 2016).

Customer interaction is a key indicator in assessing the effectiveness of digital marketing. Forms of interaction such as likes, comments, content sharing, and participation in interactive features reflect active consumer engagement with a brand (Sharma & Goyal, 2021). Actively engaged consumers tend to develop stronger emotional attachment, which may influence their purchase intention (Genelius, 2020). Zakiyah et al. (2024) found that customer interaction plays a role in increasing consumers' purchase intention; however, studies that examine customer interaction as a mediating variable remain relatively limited.

Cafe Ruang Bertemu in Sukabumi City represents an F&B business that utilizes Instagram as its primary marketing platform. The café adopts a visual concept that combines Japanese and Indonesian elements and provides various photo spots designed for social media sharing. Previously known as Ramen Level Up, the café underwent a rebranding process due to internal issues such as suboptimal product quality, management changes, and human resource challenges. Following the rebranding, Cafe Ruang Bertemu held its grand opening in February 2024 and actively rebuilt its brand image through Instagram by posting visual content, collaborating with local influencers, and utilizing Instagram Stories and Reels.

However, based on observational data and visitor statistics throughout 2024, the marketing activities conducted by Cafe Ruang Bertemu have not shown optimal consistency, as reflected in fluctuating visitor numbers. This condition indicates that the implemented marketing strategies have not fully succeeded in fostering sustained consumer engagement (Huang & Su,

2023). In fact, a business's ability to adapt to market dynamics through product innovation, strategic location, and effective resource management is essential for success in the highly competitive food and beverage industry (Khan & Ali, 2020).

Based on the foregoing discussion, this study aims to analyze the effect of Instagram marketing strategies on consumers' purchase intention at Cafe Ruang Bertemu in Sukabumi City, examine the influence of customer interaction on purchase intention, and analyze the mediating role of customer interaction in the relationship between Instagram marketing strategies and consumers' purchase intention. This research is expected to contribute to the academic literature on digital marketing and provide practical insights for F&B business managers in designing more effective and targeted social media marketing strategies.

Research Methods
Research Design and Object

This study employs a strategic management approach using a quantitative method with a causal descriptive research design. The quantitative approach is selected because the study aims to examine causal relationships among variables through statistical analysis (Priadana, 2021). The variables examined consist of Instagram-based digital marketing strategy as the independent variable, customer interaction as the mediating variable, and consumer purchase intention as the dependent variable. The research model is developed to explain both the direct effect of Instagram marketing strategies on purchase intention and the indirect effect mediated by customer interaction (Priadana, 2021).

The object of this research is Cafe Ruang Bertemu located in Sukabumi City, while the research subjects are consumers who follow the Instagram account @ruangbertemu.smi. This object was selected due to the café's intensive use of Instagram as its primary marketing medium and the presence of fluctuating customer visits, which indicates the need for evaluating its digital marketing strategy. Variable operationalization is applied to ensure uniform interpretation of research concepts and to facilitate empirical measurement of indicators (Hermawan, 2016; Sugiyono, 2020).

Population, Sample, and Data Collection Techniques

The population in this study comprises all consumers of Cafe Ruang Bertemu who are followers of the Instagram account @ruangbertemu.smi, totaling 4,659 followers in 2025. Population refers to the entire group of subjects possessing specific characteristics that are relevant to the research objectives (Scott, 2018). The sampling technique used is probability sampling with a simple random sampling method, whereby each member of the population has an equal opportunity to be selected as a respondent (Paramita, 2021).

The sample size was determined using the Slovin formula with a margin of error of 10%, resulting in 98 respondents. This sample size is considered adequate for Structural Equation Modeling (SEM) analysis, taking into account the complexity of the research model and the estimation technique applied (Malhotra, 2020). Data were collected through an online questionnaire distributed via Google Forms, supported by observation, interviews with café management, literature review, and documentation. The questionnaire instrument employed a five-point Likert scale to measure

respondents' attitudes and perceptions (Priadana, 2021).

Data Analysis Techniques

The data analysis technique used in this study is Partial Least Square–based Structural Equation Modeling (SEM-PLS). SEM is applied to analyze the relationships between latent variables and their indicators simultaneously while accommodating measurement errors (Scott, 2018). The SEM-PLS analysis consists of two main stages: evaluation of the outer model and evaluation of the inner model.

The outer model evaluation is conducted to assess construct validity and reliability through loading factor values, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. A construct is considered valid and reliable when it meets the recommended threshold values. The inner model evaluation is performed by examining R-square and F-square values to determine the strength of the structural model and the magnitude of the relationships among variables. Hypothesis testing is carried out using the bootstrapping procedure, with significance criteria of p-value < 0.05 and t-statistic > 1.654, to determine both direct and indirect effects within the research model.

RESULTS AND DISCUSSION
Uji Outer Model

Table 1. Outer Loading *Test Results*

Variabel	Dimensions	Indicator	Loading Variabel	Laoding Dimension	Rule of Thumb	Conclusion
SPD	Content Creation	CC1	0,933	0,864	0,700	Valid
		CC2	0,909	0,842	0,700	Valid
		CC3	0,792	0,887	0,700	Valid
	Content Sharing	CS1	0,822	0,886	0,700	Valid
		CS2	0,900	0,823	0,700	Valid
		CS3	0,768	0,856	0,700	Valid
	Connecting	WITH1	0,882	0,814	0,700	Valid
		WITH2	0,850	0,715	0,700	Valid
		CON3	0,887	0,806	0,700	Valid
	Community Building on Social	CBSM1	0,831	0,892	0,700	Valid
		CBSM2	0,767	0,856	0,700	Valid
		CBSM3	0,814	0,920	0,700	Valid
INPEL	Enthusiasm	ANT1	0,798	0,858	0,700	Valid
		ANT2	0,919	0,838	0,700	Valid
		ANT3	0,865	0,790	0,700	Valid
	Caution	PER1	0,884	0,771	0,700	Valid
		PER2	0,892	0,772	0,700	Valid
		PER3	0,873	0,734	0,700	Valid
	Full Engagement	KP1	0,853	0,802	0,700	Valid
		KP2	0,898	0,782	0,700	Valid
		KP3	0,858	0,774	0,700	Valid
	Interaction	INTT1	0,863	0,801	0,700	Valid
		INTT2	0,841	0,780	0,700	Valid
		INTT3	0,880	0,781	0,700	Valid
	Identification	ID1	0,764	0,876	0,700	Valid
		ID2	0,781	0,895	0,700	Valid
		ID3	0,778	0,874	0,700	Valid
MINBEL	Attention	ATT1	0,917	0,846	0,700	Valid
		ATT2	0,914	0,852	0,700	Valid
		ATT3	0,904	0,836	0,700	Valid

Variabel	Dimensions	Indicator	Loading Variabel	Laoding Dimension	Rule of Thumb	Conclusion
	Interest	INT1	0,831	0,886	0,700	Valid
		INT2	0,768	0,884	0,700	Valid
		INT3	0,791	0,863	0,700	Valid
	Desire	DSR1	0,866	0,845	0,700	Valid
		DSR2	0,838	0,910	0,700	Valid
		DSR3	0,895	0,819	0,700	Valid
	Action	ACT1	0,835	0,884	0,700	Valid
		ACT2	0,851	0,944	0,700	Valid
		ACT3	0,902	0,799	0,700	Valid

Source: processed researcher, 2025

The results of the above analysis obtained that the entire loading value > 0.7, thus it can be concluded that the variables of Digital Marketing Strategy, customer interaction and consumer buying interest have valid dimensions and indicators.

Table 2. Average Variance Extracted *Test Results*

	AVE Value
Content Creation	0,828
Content Sharing	0,775
Connecting	0,762
Community Building on Social	0,792
Digital Marketing Strategy	0,649
Enthusiasm	0,776
Caution	0,780
Full Engagement	0,756
Interaction	0,742
Identification	0,778
Customer Interaction	0,614
Attention	0,831
Interest	0,771
Desire	0,793
Action	0,829
Consumer Buying Interest	0,683

Source: processed researcher, 2025

Table 2 above shows that all dimensions of the Digital Marketing Strategy variables, customer interaction and consumer buying interest have an AVE value of > 0.5. Thus, it can be concluded that the Digital Marketing Strategy, customer interaction and consumer buying interest are valid.

Table 3. Cronbach's Alpha *and* Composite Reliability *Test Results*

	Cronbach's alpha	Composite reliability
Content Creation	0,896	0,935
Content Sharing	0,855	0,912
Connecting	0,844	0,906
Community Building on Social	0,868	0,919
Digital Marketing Strategy	0,951	0,957
Enthusiasm	0,855	0,912
Caution	0,859	0,914

Full Engagement	0,839	0,903
Interaction	0,826	0,896
Identification	0,857	0,913
Customer Interaction	0,955	0,960
Attention	0,898	0,937
Interest	0,851	0,910
Desire	0,869	0,920
Action	0,896	0,936
Consumer Buying Interest	0,958	0,963

Source: processed researcher, 2025

Table 3 above shows that all dimensions of the Digital Marketing Strategy variables, customer interaction and consumer buying interest have Cronbach's alpha and composite reliability values > 0.7. Thus, it can be concluded that the variables of Digital Marketing Strategy, customer interaction and consumer buying interest are reliable.

Uji Inner Model

Table 4.R-Square *Test Results*

	R-square
Customer Interaction	0,473
Consumer Buying Interest	0,679

Table 4 above shows that the customer interaction variable has an R-square value of 0.473 which shows that the magnitude of the influence/contribution of the digital marketing strategy variable on customer interaction is 47.3% and includes a moderate influence. The remaining 52.7% was influenced by other variables that were not included in this study.

Then, the consumer buying interest variable has an R-square value of 0.679 which shows that the magnitude of the influence/contribution of the variables of marketing strategy and customer interaction on buying interest is 67.9%. The remaining 32.1% was influenced by other variables that were not included in this study.

Table 5. F-Square *Test Results*

	Customer Interaction	Consumer Buying Interest
Digital Marketing Strategy	0,899	0,591
Customer Interaction		0,135

Source: processed researcher, 2025

Table 5 above shows that:
a. Digital marketing strategies have a great influence on customer interaction which is indicated by the value $f^2 = 0.899$.
b. Digital marketing strategies have a great influence on consumer buying interest which is shown by the value $f^2 = 0.591$.
c. Customer interaction has a small influence on consumer buying interest as shown by the value $f^2 = 0.135$.

Table 6. *Instant Effect*

	Original sample	T statistics (|O/STDEV|)	P values
Digital Marketing Strategy -> Customer Interaction	0,688	9,310	0,000
Customer Interaction - > Consumer Buying Interest	0,287	3,285	0,001

Source: processed researcher, 2025

Based on the results of the hypothesis test in Table 6 above, the results were obtained that:

a. The influence of digital marketing strategy on customer interaction has a statistical t-value of 9,310 > 1,645 and *a p-value* of 0.000 < 0.10, H1 is accepted so that it can be concluded that there is an influence of Digital Marketing on Customer Interaction on Instagram Cafe Ruang Rencontre followers in Sukabumi City.

b. The effect of customer interaction on consumer buying interest has a statistical t-value of 3.285 > 1.645 and *a p-value* of 0.001 < 0.10, H2 is accepted so that it can be concluded that there is an effect of Customer Interaction on Consumer Buying Interest in Instagram Cafe Ruang Rencontre followers in Sukabumi City.

Table 7. *Spesific Indirect Effect*

	Original sample (O)	T statistics ($\lvert O/STDEV \rvert$)	P values
Digital Marketing Strategy -> Customer Interaction -> Consumer Buying Interest	0,198	2,844	0,004

Source: processed researcher, 2025

The results of the above analysis show that the t-value of statistics obtained is 2.844 > 1.645 and the p-value is 0.004 < 0.10, so H3 is accepted so that it can be concluded that there is an influence of Digital Marketing on Consumer Buying Interest mediated by Customer Interaction on Instagram Cafe Ruang Temu followers in Sukabumi City.

Effect of Digital Marketing on Consumer Purchase Intention

Based on the results of the f-square test, the digital marketing strategy has a strong effect on consumer purchase intention, with an f² value of 0.591. In addition, the R-square value for the consumer purchase intention variable is 0.679, indicating that digital marketing strategy and customer interaction are able to explain 67.9% of the variation in consumer purchase intention, while the remaining 32.1% is influenced by other factors not examined in this study.

These findings indicate that the more optimal the implementation of digital marketing strategies by Café Ruang Bertemu, the higher the level of consumer purchase intention. In this study, digital marketing strategy is measured through four dimensions: content creation, content sharing, connecting, and community building. These dimensions were selected because they adequately represent digital marketing activities on social media platforms, particularly Instagram, and were proven to be valid and reliable, as indicated by outer loading values greater than 0.7 and composite reliability values exceeding 0.7.

Content creation reflects the café's ability to produce attractive and informative content. Content sharing describes how such content is distributed to expand audience reach. Connecting represents efforts to establish two-way communication with consumers, while community building emphasizes the formation of an active and loyal audience community through continuous interaction. Together, these dimensions illustrate how content quality and interaction intensity play an important role in stimulating consumer purchase intention.

The results of this study demonstrate that effective digital marketing implementation is able to broaden the reach of product information, increase brand awareness, and strengthen consumers' positive perceptions of the brand. These improvements ultimately contribute to the growth of consumers' interest and inclination to make purchases. This finding confirms that optimal digital strategies not only disseminate information but also foster closeness, engagement, and emotional connections with audiences through relevant, interactive, and consistent content.

Thus, it can be concluded that the success of Café Ruang Bertemu's digital marketing strategy through Instagram contributes significantly to the increase in consumer purchase intention. The more attractive, relevant, and consistent the content delivered, the higher the positive perception and consumers' willingness to purchase the products offered.

Effect of Customer Interaction on Consumer Purchase Intention The results of the direct effect testing in Table 4.6 show that customer interaction has a coefficient value of 0.287, a t-statistic of 3.285 (>1.645), and a p-value of 0.001 (<0.10). This indicates that customer interaction has a positive and significant effect on consumer purchase intention.

The f^2 value of 0.135 also indicates that the effect of customer interaction on purchase intention is relatively small, yet still significant. This finding suggests that although customer interaction is not the primary determinant, it nevertheless plays an important role in increasing purchase intention. These results highlight the importance of customer interaction in the purchasing process. Consumers who actively interact through comments, likes, reviews, and direct messages on social media demonstrate interest and trust in the products offered.

Therefore, customer interaction becomes a crucial element in building trust, engagement, and consumer interest, which ultimately leads to increased purchase intention toward Cafe Ruang Bertemu's products.

Customer Interaction as a Mediator between Digital Marketing Strategy and Consumer Purchase Intention

The results of the specific indirect effect test in Table 4.7 show that the indirect path coefficient between digital marketing strategy and consumer purchase intention through customer interaction is 0.198, with a t-statistic of 2.844 (>1.645) and a p-value of 0.004 (<0.10). These results indicate that customer interaction significantly mediates the effect of digital marketing strategy on consumer purchase intention. This means that digital marketing strategies not only influence purchase intention directly but also indirectly through increased customer interaction on social media.

When digital strategies succeed in creating attractive and interactive content, consumers are encouraged to participate actively by commenting, sharing experiences, or engaging with the content, thereby strengthening their emotional connection with the brand and increasing their willingness to purchase. These findings support the study by Kim and Ko (2021), which explains that customer interaction acts as an important mediator between digital marketing activities and purchase intention. Increased online interaction serves as a bridge that strengthens the effect of digital marketing on consumer behavior.

Thus, the success of Café Ruang Bertemu's digital marketing strategy largely depends on the extent to which it

can stimulate customer interaction. The findings of this study indicate that digital marketing not only has a direct impact on purchase intention but becomes significantly more effective when it is able to trigger active customer engagement. When consumers respond to content, provide comments, share information, or engage in two-way communication with the café, the relationship formed becomes more personal and meaningful.

Such interactions ultimately enhance trust, strengthen emotional closeness, and create a more enjoyable digital experience for consumers. Therefore, the role of customer interaction as a mediating variable is proven to be significant in strengthening the influence of digital marketing on purchase intention. This suggests that the higher the level of interaction generated, the greater the likelihood that consumers will consider and ultimately decide to make a purchase at Café Ruang Bertemu. Digital marketing efforts that emphasize two-way communication, participatory content, and strong social relationships are proven to be more effective in fostering consumer purchase intention.

CONCLUSIONS

Based on the results of this study on the analysis of Instagram marketing strategies on consumer purchase intention through customer interaction as a mediating variable at Cafe Ruang Bertemu in Sukabumi City, it can be concluded that digital marketing strategies on Instagram play a significant role in enhancing consumer purchase intention. Elements of digital marketing, including content creation and sharing, connection building, and community development, have a positive and significant impact on consumer interest. In addition, customer interaction through activities such as comments, likes, and

reviews not only reflects consumer engagement but also strengthens other consumers' positive perceptions of the products. Customer interaction is proven to act as an effective mediating variable, making digital marketing strategies more effective when they facilitate two-way communication and active participation from consumers.

Theoretically, this study contributes to the development of digital marketing knowledge, particularly regarding the role of customer interaction in increasing purchase intention. Practically, the findings provide guidance for Café Ruang Bertemu in optimizing content quality, enhancing customer engagement, and using social media as a two-way communication tool to build long-term loyalty. Future research is recommended to expand the research object and region, include additional variables such as brand image or trust, and apply more comprehensive analytical methods. This study has limitations because it focuses on a single cafe, relies on respondents' perception-based questionnaires, and uses relatively simple analysis methods, leaving room for further exploration and validation in broader contexts.

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Highlights

- Instagram-based digital marketing strategies significantly influence consumer purchase intention in the food and beverage sector.
- Customer interaction plays a positive and significant role in increasing consumers' purchase intention.
- Customer interaction is proven to mediate the relationship between digital marketing strategies and purchase intention.
- Content creation, content sharing, connection building, and community development are key drivers of effective Instagram marketing.
- Interactive and consistent social media engagement strengthens customer relationships and purchasing decisions.

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