

The Influence of Instagram on Purchasing Decisions and Consumptive Behavior

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Abstract

Online networks facilitate interaction, communication, messaging, information sharing and networking among social media users. Social media is a key element in the development of the internet. This study aims to determine the effect of Instagram on purchasing decisions and consumer behavior Alfa. The research method used is associative descriptive research. Data was taken from the administration of Alfa X Tenggilis Co Working Space customers in January 2024, with a population of 150 people. The sampling technique used is total sampling of the entire population. The research analysis was carried out using a data instrument test consisting of a data validity test and a data reliability test, then a classical assumption test consisting of a data normality test, a data linear test and finally a simple regression linearity test consisting of a t test, an f test, and a determination test. The results showed that Instagram positively and significantly influences purchasing decisions at Alfa, attracting consumer attention to buy more products sold by Alfa. The benefit for the company is to provide information about Instagram social media which greatly influences consumer purchasing decisions because currently consumers are more interested in buying a product online and also seeing reviews from other consumers about products at Alfa.id, the benefits for further research provide references that can be used as research references, especially in purchasing decisions and consumer behavior.

Keywords: Instagram; purchasing decision; consumptive behavior.

Abstrak

Jaringan online memfasilitasi interaksi, komunikasi, pengiriman pesan, berbagi informasi, dan membangun jaringan di antara pengguna media sosial. Media sosial merupakan elemen kunci dalam perkembangan internet. Penelitian ini bertujuan untuk mengetahui pengaruh Instagram terhadap keputusan pembelian dan perilaku konsumen Alfa. Metode penelitian yang digunakan adalah penelitian deskriptif asosiatif. Data diambil dari administrasi pelanggan Co Working Space Alfa X Tenggilis pada bulan Januari 2024, dengan jumlah populasi sebanyak 150 orang. Teknik pengambilan sampel yang digunakan adalah total sampling dari seluruh populasi. Analisis penelitian dilakukan dengan menggunakan uji instrument data yang terdiri dari uji validitas data dan uji reliabilitas data, selanjutnya uji asumsi klasik yang terdiri dari uji normalitas data, uji linier data dan terakhir uji linearitas regresi sederhana yang terdiri dari uji t, uji f, dan uji determinasi. Hasil penelitian menunjukkan bahwa Instagram memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian di Alfa menarik perhatian konsumen untuk membeli lebih banyak produk yang dijual oleh Alfa. Manfaat bagi perusahaan adalah memberikan informasi mengenai media sosial Instagram yang sangat mempengaruhi keputusan pembelian konsumen karena saat ini konsumen lebih tertarik untuk membeli sebuah produk secara online dan juga melihat review dari konsumen lain mengenai produk di Alfa.id, manfaat bagi penelitian selanjutnya memberikan referensi yang dapat dijadikan acuan penelitian khususnya dalam keputusan pembelian dan juga perilaku konsumen.

Kata Kunci: Instagram; Keputusan Pembelian; Perilaku Konsumtif.

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INTRODUCTION

Alfa X is a brand under Alfamart, one of Indonesia's major retail businesses, established to meet market desires and needs in line with contemporary developments. This innovative idea combines retail, a cafe, and a co-working space concept to attract potential consumers by addressing all market demands in one location. In addition to shopping for retail needs, consumers can also purchase food and beverages and comfortably hang out at Alfa X. According to data available on Instagram, Alfa X has opened 13 branches across various regions in Indonesia: 8 in the Jabodetabek area, 2 in Bandung, 1 in Yogyakarta, and 2 in East Java, specifically in Surabaya and Malang. Alfa X's primary market segments are students and office employees, including freelancers, considering that the business focuses on providing rentable spaces such as co-working spaces and meeting rooms.

Co working space is a shared work space concept where individuals or groups can work independently or collaboratively in a shared space. The term is WFC, which stands for Work From Cafe. WFC is a concept that combines a work environment with a relaxed atmosphere in a cafe. Alfa Apart from affordable prices, consumers can also get different facilities in the form of free WiFi access, the availability of power sockets at every table and supported by a quiet and comfortable room. Not only facilities, consumers are also entitled to free beverages when renting Co Working Space. Alfa Facilities in the form of LED TV and whiteboard are also available like meeting rooms in general. Similar to the Co Working Space, the Meeting Room also gets free beverages.

One consumer comment on the Google review for Alfa X Tenggilis mentions that the place is comfortable for hanging out, doing assignments, or working, and that the service is fast and friendly. Additionally, Alfa X offers a variety of attractive promotions that change monthly, with daily promotions such as bundling packages of Happy Meals and Happy Snacks. Every Monday and Tuesday, there is a Buy 1 Get 1 free promotion on certain drinks, and from Thursday to Sunday, there is a weekend promotion called WPS (Weekend Pasti Seru). Various intensive promotions have been carried out to attract consumer interest, influencing them to visit Alfa X. For example, on Monday, November 13, 2023, sales data showed 162 receipts, while on Tuesday, November 14, 2023, the data showed 158 receipts. However, on Wednesday, November 15, 2023, there was a decrease to 138 receipts.

Based on the above facts, it can be explained that the facilities and promotions carried out by Alfa This can happen because needs arise at the same time as desires. Consumptive behavior according to research (Sari & Anasrulloh, 2023) occurs when individuals buy an item not because they need it, but because they are tempted by promotions offered or tempted by existing trends. It is known that consumptive behavior is based on expenditure which is not only influenced by actual income, but also by expectations about future income. The consumer lifestyle is common among the younger generation, such as students whose orientation is the pleasure, enjoyment and satisfaction of consuming goods excessively (Lindratno & Anasrulloh, 2022). Their access is made easier and Alfa X benefits as it gains additional revenue from this behavior.

Consumptive behavior is the desire to consume goods that are not actually needed as basic needs. excessive to achieve maximum satisfaction (Lestarina et al., 2017). Research results show that consumer behavior is a tension between human needs and desires (Khrishananto & Adriansyah, 2021). Research results show that consumer behavior can occur when users view advertisements or content on Instagram too often that promote certain products (Dwikurnaningsih et al., 2021). This can influence users' purchasing decisions and cause unnecessary spending so

that consumptive behavior is the desire to consume goods that are actually less necessary as basic needs (Lukiani et al., 2021).

Consumer purchasing decisions for a product are basically closely related to consumer behavior (yenni arfah, 2022). Consumer behavior is an important element of product marketing that companies need to know (Kasmir, 2017). Hakim et al.'s research results show that when making a decision to consume goods or services, a consumer must go through several stages until finally deciding to carry out a transaction (Hakim et al., 2021). Customers make a decision to purchase goods or services, they must go through several steps before deciding to do so or buy them. Identifying problems, searching information, evaluate alternatives, make purchasing decisions, and act as part of the purchasing process (Hasmawati, 2018). Research results show that excessive purchasing decisions can become consumptive behavior (Lukiani et al., 2021).

Purchasing decisions according to (Kotler & Armstrong, 2016) are a process where potential buyers find a problem, look for data and information about the product they are looking for, evaluate alternatives that can solve the problem, and make a purchase. The factors that cause purchasing decisions are the search for information on the product that consumers will buy. Information searches are carried out through various media, both conventional media and social media, and Instagram is the social media most widely used by both producers and consumers.

Social media is a medium used to interact with other people through online networks (Khrishananto & Adriansyah, 2021). Online networks enable social media users interact, communicate, send messages, share, and build networks. Social media is an important component of internet development (Putra Perssela et al., 2022). Research results show that the use of social media causes the economy, technology and information to develop and grow widely (Khrishananto & Adriansyah, 2021). Good online media is effective when there is participation and involvement, social media blurs the boundaries between audience and media by allowing everyone who is interested to provide contributions and feedback (Darby & Lang, 2019).

One of the social media that is widely used is Instagram. Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them on various social networking services, including Instagram itself (Greve, 2021). The results of research conducted by Rodrigues & Silva show that Instagram is one of the communication strategies adopted by brands born on the internet on Instagram and to identify their preferences regarding publications on social networks (Rodrigues & Silva, 2023). Other research states that Instagram is a marketing medium that is quite significant in attracting customers to make purchasing decisions (Held, 2021).

Instagram social media is used to attract consumers' attention in making purchasing decisions by providing product-related information, communicating, and strengthening good relationships with consumers (Bakhtiar et al., 2020). DataIndonesia.id results show that there are 116.16 million Instagram users in Indonesia as of August 2023. This number has increased by 6.54% compared to the previous month which was 109.03 million users. So it is not surprising that Instagram is said to be a popular media in Indonesia. Including Instagram which is owned by Alfa X. Promotion on social media influences users to use products offered with unique and interesting content displayed on the home page of an application (Hartono et al., 2020). From various kinds of social media owned by Alfa X, Instagram is the most popular social media with 19.6 thousand followers and 840 posts (data taken November 30 2023) on its Instagram feeds . Kotler & Armstrong (2016) say that social media is a tool or way for users to share writing, audio, images and videos as information to the target person and company or vice versa.

Previous research shows that Instagram has a positive but not significant effect on consumer purchasing decisions at Momomilk restaurants (Luthfiyatillah et al., 2020). Research according to (Lyna & Ditiolobiet, 2021) shows that Instagram social media can have a positive and significant influence on purchasing decisions at the online mask shop Solo punya, further according to (Perwithasari & Kurniawan, 2022) shows that Instagram social media has a positive and significant influence on purchasing decisions consumers at Bilik Tropical Sepatan Coffee Shop.

Previous research discussing Instagram on consumer behavior shows that Instagram has a positive and significant effect on the consumptive behavior of female students at SMKN 4 Yogyakarta on cosmetic products (Sapma Apriliana & Priyo Utomo, 2019), further research according to (Khrishananto & Adriansyah, 2021) shows the role of user intensity Instagram has a positive and significant effect on consumer behavior among generation Z, the latest research according to (Anggraini & Hastuti, 2023) shows that the influence of Instagram social media is positive but not significant on consumptive behavior among students of the Economic Education Study Program, Bhinneka PGRI University, Tulungagung, Academic Year 2022 /2023.

This research seeks to understand the impact of the use of social media, especially Instagram social media, on purchasing decisions and consumer behavior, with a focus on consumers of Alfa X Co Working Space in Tenggilis. This is an important contribution considering the increasing penetration and influence of social media in consumer decisions in this digital era. This research expands the scope of previous research which tends to focus on certain consumer segments. By choosing Co Working Space consumers, where co-working spaces are increasingly popular among students, office employees and freelancers. The use of Instagram as a research focus also becomes a new point in understanding how social media influences consumer behavior and purchasing decisions in the context of retail and service businesses. In this way, it is hoped that it can provide Alfa X with more insight in optimizing marketing strategies, increasing customer engagement and identifying challenges and opportunities for companies in understanding and reaching markets in the current digital era.

Based on the explanation above, the research objective is to find out whether Instagram can influence purchasing decisions and consumer behavior in Alfa X.

Based on the research objectives above, it can be shown in the following conceptual framework :

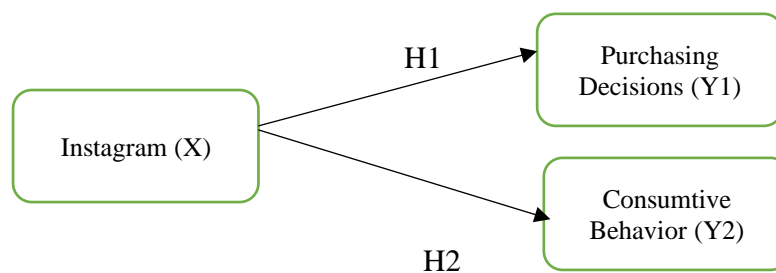


Figure 1. Conceptual Framework

Description :

Hypothesis 1: It is hypothesized that there is a positive and significant influence of Instagram on Purchasing Decisions among Consumers at Alfa X Tenggilis.

Hypothesis 2 : It is hypothesized that there is a positive and significant influence of Instagram on Consumptive Behavior among Consumers at Alfa X Tenggilis.

METHOD

The research method used in this research is an associative quantitative method (Sugiyono, 2020). This research is said to be quantitative because the research material uses numbers and statistical tests to show the relationship being sought. The variables in this research are Instagram (X), purchasing decisions (Y1), and Consumptive Behavior (Y2). Researchers define a population as a generalized area of objects or subject Which own characteristics And quantity certain For learn And produce conclusion (Priyatna, 2020). Population of the study this is loyal customers Co Working Space Alfa From sales administration data for January 2024, there were 150 people. The sampling technique used is total sampling, where samples are taken from all members of the existing population.

This type of research data uses primary data and secondary data. Primary data was obtained using a questionnaire data collection technique from Loyal Customer Co Working Space Alfa Validity test uses Pearson Product Moment and reliability test uses Cronbach Alpha . Secondary data comes from books and journals. Data analysis technique using simple linear regression techniques carried out with the help of SPSS 26 software. Test normality used For identify is spread data Which analyzed normal. Normality data tested with test statistics Kolmogorov-Smirnov. Test Linearity is used to evaluate the linearity of the relationship between independent variables and dependent variable. The linearity test of the simple regression equation was calculated in this study using SPSS 26. If significance is greater than 0.05, it indicates linearity is satisfied, but if it is less than 0.05, it indicates linearity No fulfilled

Validity test

The validity test is carried out using Pearson Product Moment Correlation , if $r_{count} > r_{table}$ then it is interpreted as valid. If $r_{count} > r_{table}$ with $df=n-2$ ($150-2=148$) the value is 0.1603 with $\alpha = 0.05$, then the correlation coefficient is significant. The following are the results of the validity test on the variables Instagram (X) , Purchase Decision (Y₁) , Consumptive Behavior (Y₂), for each indicator question :

Table 1

Validity Test Results of Variable Indicators

Variable	Indicator Code	Validity		Information
		r count	r table	
XInstagram	X.1	0.553	0.1603	Valid
	X.2	0.612	0.1603	Valid
	X.3	0.775	0.1603	Valid
	X.4	0.507	0.1603	Valid
	X.5	0.454	0.1603	Valid
	X.6	0.507	0.1603	Valid
	X.7	0.519	0.1603	Valid
	X.8	0.763	0.1603	Valid
	X.9	0.601	0.1603	Valid
	X.10	0.533	0.1603	Valid
Y1 Purchase Decision	Y1.1	0.610	0.1603	Valid
	Y1.2	0.534	0.1603	Valid
	Y1.3	0.329	0.1603	Valid
	Y1.4	0.564	0.1603	Valid

	Y1.5	0.500	0.1603	Valid
	Y1.6	0.473	0.1603	Valid
	Y1.7	0.490	0.1603	Valid
	Y1.8	0.513	0.1603	Valid
	Y1.9	0.474	0.1603	Valid
	Y1.10	0.524	0.1603	Valid
	Y1.11	0.515	0.1603	Valid
	Y1.12	0.481	0.1603	Valid
	Y1.13	0.572	0.1603	Valid
	Y1.14	0.564	0.1603	Valid
	Y1.15	0.526	0.1603	Valid
	Y1.16	0.595	0.1603	Valid
Y2	Y2.1	0.911	0.1603	Valid
Consumptive	Y2.2	0.881	0.1603	Valid
Behavior	Y2.3	0.892	0.1603	Valid
	Y2.4	0.909	0.1603	Valid
	Y2.5	0.878	0.1603	Valid
	Y2.6	0.890	0.1603	Valid
	Y2.7	0.893	0.1603	Valid
	Y2.8	0.865	0.1603	Valid
	Y2.9	0.881	0.1603	Valid
	Y2.10	0.853	0.1603	Valid

Source: Analysis results using SPSS 26.0

Based on table 1, the results of the validity test on the three variables have a calculated r value $> r$ table = 0.1603. Thus, these three variables, which consist of a total of 36 question indicators, are declared valid. And the results of the validity test with 30 respondents showed that the statement for each item was declared valid.

Reliability Test

Reliability is related to testing the consistency and predictability of a measuring instrument. The test is carried out by comparing Cronbach Alpha numbers where the Cronbach Alpha value is at least 0.6 or ≥ 0.6 . If the value produced from the SPSS calculation results is greater than 0.6 then the questionnaire is reliable, whereas if the opposite is true then it is not reliable. The following are the results of reliability tests on the variables Instagram (X), Purchasing Decisions (Y₁), Consumptive Behavior (Y₂):

Table 2

Reliability Test Results for Variable Indicators

Variable	Cronbach's Alpha value	Condition	Information
XInstagram	0.789	> 0.6	Reliable
Y1 Purchase Decision	0.815	> 0.6	Reliable
Y2 Consumptive Behavior	0.971	> 0.6	Reliable

Source: Analysis results using SPSS 26.0

Based on table 2, the results of the reliability test can be seen that the variables Instagram (X), Purchasing Decisions (Y1), Consumptive Behavior (Y2), have Cronbach's values. Alpha was 0.789, 0.815, and 0.971 and all were above 0.6. Thus the variables Instagram, Purchasing Decisions, Consumptive Behavior are declared reliable. If a reliability test is carried out with 30 respondents, the reliability test results for the Instagram variable (X) are 0.908, the reliability test results for the purchasing decision variable (Y1) are 0.801, and the reliability test results for the Consumptive Behavior variable (Y2) are 0.985, which means that all variables are declared reliable. due to everything above 0.6.

Normality test

The normality test is a test that functions to test whether the data on the independent variable and the dependent variable in the regression equation produces data that is normally distributed or not normally distributed. The results of the data normality test are shown in the table below :

Table 3

Data Normality Test Results

Information	Unstandardized Residuals
Purchase Decision (Y1)	0.200
Consumptive Behavior (Y2)	0.060

Source: Analysis results using SPSS 26.

Based on table 3, the results of the second Kolmogorov-Smirnov normality test, the results obtained are Sig. from the regression model above is 0.200, and 0.060 which is greater than the value of $\alpha = 0.05$. Thus, the Kolmogorov-Smirnov test results from the regression model above have met the normality requirements with a Sig value. $> \alpha = 0.05$. This means that it can be concluded that the data tested has a normal data distribution.

Linearity Test

Test Linearity is something Test equipment is needed to determine the form of relationship that occurs in between variable Which currently researched. Test This done For see connection Of the two variables that have been studied, is there a linear relationship significant. Test linearity is pre condition use analysis regression and correlation. Linearity will fulfilled with assumption if plots between mark residualsstandardized with standardized predicted values does not form a pattern certain or random. However, the use of linearity tests by using the image is considered less objective. Apart from that, linearity testing can also be done done with use application SPSS on device Test for Linearity.

Table 4

Data Linearity Test Results

Information	significant
Buying decision	0.085
Consumptive behaviour	0.045

Source: Analysis results using SPSS 26.0

The deviation from linearity test, the sig. of the two variables above is 0.085, and 0.450 > 0.05, so these two variables indicate that they are in a linear model or meet the linearity requirements.

Simple Linear Analysis Result Instagram on Purchase Decisions

Simple linear analysis was carried out to determine the influence of the Instagram variable (X1) on Purchase Decisions (Y1)

Table 5
Multiple Regression Test

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	30,348	2,768
Instagram	0.785	0.081

Source: Analysis results using SPSS 26.0

From the results of the regression test in table 5 above, the following regression equation is obtained. $Y_1 = 30.348 + 0.785 X + e$. From this equation, it can be explained that the constant value is 30,348, meaning that if the Instagram variable's value remains unchanged, then the Alfa The regression coefficient for the Instagram variable is 0.785, meaning that if the Instagram variable increases by one unit, the purchasing decision variable for Alfa X Co Working Space customers in Tenggilis will increase by 0.785.

Table 6
t test

Variable	T count	T table	Sig
Instagram	9,700	1,655	0,000

Source: Analysis results using SPSS 26.0

In Table 6, the t-table value in this study is obtained with N=150 and a significance level of 0.05, which is 1.655. From the t-test results in Table 5, it is found that the Instagram variable has a value of 9.700 > 1.655 (t-table) and a significance value of 0.000 < 0.05. These results indicate that the Instagram variable has a significant influence on the purchase decisions of customers at the Alfa X Co-Working Space in Tenggilis.

Table 7
F Test

	Model	Sum of Squares	df	Mean Square	F	Sig
1	Total	1815,765	1	1815,769	94,090	0,000
	Residual	2856.124	148	19,298		
	Regression	4671.893	149			

Source: Analysis results using SPSS 26.0

From the results of the F test in table 7 above, it is known that the value is sig. equal to 0.000 < 0.05, it can be interpreted that the Instagram variable simultaneously influences purchasing decisions for Alfa X Co Working Space customers in Tenggilis.

Table 8
Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.623	0.389	0.385	4,393

Source: Analysis results using SPSS 26.0

In table 8 it is known that the R Square value is 0.623 or $0.623 \times 100 = 62.3\%$, meaning that the Instagram variable influences purchasing decisions for customers of Alfa X Co Working Space in Tenggilis.

Instagram on Consumer Behavior

Multiple linear regression analysis was carried out to determine the influence of the Instagram variable (X1) on Consumptive Behavior (Y2)

Table 9
Multiple Regression Test

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	19,266	7,207
Instagram	0.407	0.211

Source: Analysis results using SPSS 26.0

From the results of the regression test in table 9 above, the following regression equation is obtained. $Y_1 = 19.266 + 0.407 X + e$. From this equation, it can be explained that the constant value is 19,266, meaning that if the Instagram variable's value remains unchanged, then the Alfa The regression coefficient for the Instagram variable is 0.407, meaning that if the Instagram variable increases by one unit, the consumptive behavior variable among Alfa X Co Working Space customers will increase by 0.407.

Table 10
t test

Variable	T count	T table	Sig
Instagram	1,932	1,655	0.055

Source: Analysis results using SPSS 26.0

In table 10, the t table value in this study is obtained where $N=150$ and sig 0.05 is 1.655. From the results of the T test in table 10, the Instagram variable shows that $1,932 > 1,655$ (t table) and sig. equal to $0.055 > 0.05$. From these results it can be interpreted that the Instagram variable has no significant effect on consumer behavior among customers of Alfa X Co Working Space in Tenggilis.

Table 11

F Test

	Model	Sum of Squares	df	Mean Square	F	Sig
1	Total	488,277	1	488,277	3,733	0.055
	Residual	19357.916	148	130,797		
	Regression	19846.193	149			

Source: Analysis results using SPSS 26.0

From the results of the F test in table 11 above, it is known that the value is sig. is $0.055 < 0.05$, so it can be interpreted that simultaneously the Instagram variable has no effect on consumer behavior among Alfa X Co Working Space customers in Tenggilis.

Table 12

Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.157	0.025	0.018	11,437

Source: Analysis results using SPSS 26.0

In Table 12, the R Square value is 0.157 or $0.157 \times 100 = 15.7\%$, which means that the Instagram variable influences the consumptive behavior of customers at the Alfa X Co-Working Space in Tenggilis.

Discussion

Instagram on Purchasing Decisions of Alfa X Consumers in Tenggilis

This research shows that Instagram has a positive and significant influence on purchasing decisions for consumers of Alfa X Tenggilis Co Working Space who are active Instagram users. This is proven by the R value of 0.623, which means the relationship between the two variables is quite strong. The R Square value of 38.9% shows that Instagram influences purchasing decision variables while the remaining 61.2% is influenced by other variables. Meanwhile, the t test results, where the calculated t is 9,700 is greater than the t table of 1,975 and the significant value is $0.000 < 0.05$, the F test results show 94,090 and are significant at $0.000 < 0.05$, it can be concluded that Instagram has a positive and significant influence on consumer purchasing decisions at Alfa X Tenggilis so that the hypothesis can be accepted. The results of this research also show the advantages of Alfa On the other hand, you can also take advantage of the features on Instagram by creating informative content so that consumers are interested in following the account, and can monitor the latest posts uploaded to find out the latest information on Alfa Alfax.id Instagram account increased followers every week. The latest data shows the number of Alfa The conditions above show conformity with Darby and Lang's statement in their book, namely that good online media is effective when there is participation and involvement, social media blurs the boundaries between audience and media by allowing everyone who is interested to provide contributions and feedback.

This research is in line with research according to (Lyna & Ditiolobiet, 2021) showing that Instagram social media can positively and significantly influence purchasing decisions at the online mask shop Solopunya. This is proven that attractive Instagram social media will make

potential consumers become followers and involvement on Instagram makes potential consumers ultimately decide to buy, further according to (Perwithasari & Kurniawan, 2022) shows that Instagram social media has a positive and significant effect on consumer purchasing decisions. at Bilik Tropical Sepatan Coffee Shop. Meanwhile, according to (Luthfiyatillah et al., 2020), Instagram has a positive but not significant effect on purchasing decisions. This is proven by respondents who found out about the Momomilk restaurant through friends, not because they were influenced by Instagram.

Instagram on Consumptive Behavior among Alfa X Consumers in Tenggilis

This research shows that Instagram has a positive but not significant effect on consumer behavior among Co Working Space Alfa X Tenggilis consumers who are active Instagram users. This is proven by the R value of 0.157, which means the relationship between these variables is very weak. The R Square value of 2.5% shows that Instagram influences the consumer behavior variable and the remaining 97.5% is influenced by other variables. Meanwhile, the t test result of 1.932 is greater than the t table of 1.975 and the significant value is $0.055 > 0.05$, the F test result shows 3.733 and is significant at $0.005 > 0.05$, thus it can be concluded that Instagram has a positive but not significant effect on consumer behavior at Alfa X Tenggilis so the hypothesis is rejected. The results of this research indicate that consumers do not purchase Alfa X products excessively because they shop according to their needs, which can influence the consumptive behavior of Alfa X consumers in Tenggilis. Based on the researcher's observations, Alfa X consumers need a space to work on tasks, which is provided by Alfa X through its concept of a paid co-working space. However, Alfa X's Instagram followers, who are also consumers, do not exhibit consumptive behavior as they do not shop excessively, do not have a sense of prestige, do not follow lifestyle trends, and do not shop to obtain promotional vouchers.

This research is in line with research according to (Anggraini & Hastuti, 2023) showing that the influence of Instagram social media is positive but not significant on consumer behavior in students of the Economic Education Study Program, Bhinneka PGRI University, Tulungagung, Academic Year 2022/2023. This is proven by students not being influenced by online shop accounts that post their products on Instagram social media so that students do not experience consumerist behavior. On the other hand, research according to (Khrishananto & Adriansyah, 2021) shows that the role of Instagram user intensity has a positive and significant influence on consumer behavior among generation Z. This is proven by generation Z or teenagers in Samarinda City who have a high intensity of using Instagram social media so that it is more possible for them to behave consumptive. On Instagram there is a lot of content that can be seen, from friends' uploads to advertisements from official stores which can attract the attention of viewers so they can make spontaneous purchases. Research according to (Sapma Apriliana & Priyo Utomo, 2019), shows that Instagram has a positive and significant effect on the consumptive behavior of SMKN 4 Yogyakarta female students regarding cosmetic products.

CONCLUSION

From the results of this research, it can be concluded that Instagram has a positive and significant influence on the purchase decisions of consumers at Alfa X Tenggilis. This is because the Instagram account Alfax.id has a substantial number of followers. However, the study also indicates that Instagram does not have a significant impact on consumptive behavior, as consumers do not purchase Alfa X products excessively.

As a provider of Rent Space, including Co-Working Space and Meeting Rooms, Alfa X needs to enhance innovation and creativity in its Instagram posts. These steps are expected to attract consumer attention and encourage them to purchase more products offered by Alfa X by utilizing the Rent Space services. Consequently, Alfa X can more effectively leverage the marketing potential of social media platforms like Instagram to support its business growth.

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