

The Influence of Instagram Marketing on Customer Purchase Intention through Customer Inspiration (Study on Telkomsel Postpaid in Java, Indonesia)

Indrawati

A Associate Professor in Marketing
Faculty of Economy & Business
Telkom University
Bandung, Indonesia
indrawati@telkomuniversity.ac.id

Zenia Rahmah

A Associate Professor of Marketing & Consumer Studies
Faculty of Economy & Business
Telkom University
Bandung, Indonesia
zeniarhmh@student.telkomuniversity.ac.id

Abstract

In recent years, social media development has changed the advertising and marketing landscape and has turned into a tool that businesses would do well to exploit. In 2019-2020 the growth of postpaid users has decreased. To increase user growth and understand the factors that influence consumer buying interest, companies need to know the key factors that can increase purchase intentions, in order to formulate a better marketing strategy. This study aims to determine the influence of marketing on social media with the variables of quality of social media, quantity of social media, and credibility of social media on customer inspiration and customer purchase intention. The method used in this study is a quantitative method. The questionnaire distributed to 384 consumers from prepaid users who have Instagram and have seen Telkomsel Halo content on Instagram. Sampling was carried out using a non-probability sampling method of purposive sampling. The data analysis technique uses SEM – PLS (Partial Least Square) which is processed using SmartPLS software. It was found that customer inspiration has a positive and significant effect on purchase intention. The indirect effect on purchase intention is also found credibility of social media marketing has a positive and significant effect on purchase intention.

Keywords

Media Marketing, Telkomsel, Customer Inspiration, Customer Purchase Intention.

1. Introduction

The results of the Kominfo survey in 2017 showed that the majority of Indonesian people already have smartphones. The number is almost 2/3 of the total Indonesian people or twice that of those who do not have smartphones. Interesting features that can provide a connectivity experience to cyberspace and the increasing number of smartphones being sold at low prices in the market can be a trigger for high smartphone ownership in Indonesia. Other results from this survey also show that more urban people have smartphones compared to rural communities. However, the number of smartphone penetration in rural areas has reached more than 50.39% of the total rural population. This condition shows that even though they live in rural areas, Indonesian people can still keep abreast of existing technological developments.

Smartphone users in Indonesia always experience an increase from year to year. In Indonesia, 3 of the biggest providers are leading in the telecommunication market, namely Telkomsel, Indosat, and XL Axiata. Telkomsel is the provider that has the highest number of users when compared to the other two providers. The number of Telkomsel subscribers in 2021 will reach nearly 170 million, dominated by prepaid customers, even though the number of prepaid subscribers at the three providers was higher than that of postpaid subscribers. However, postpaid products still contribute quite a high amount of revenue to the company's market share revenue, especially Telkomsel. Telkomsel's market share revenue reached 66% in 2020, coming from postpaid. However, the high growth of smartphone users is not directly proportional to the growth of postpaid subscribers. Based on data obtained from the annual reports of the three providers, in 2019-2020, the growth of postpaid subscribers decreased. The provider that had the smallest growth was Telkomsel, and the growth was only 2%. Meanwhile, the other two providers have experienced a significant decline in growth from the previous two years.

To improve Telkomsel's postpaid products and services, in 2020, Telkomsel launched a new Halo Unlimited postpaid package because Telkomsel saw an opportunity when Covid-19 customers needed large amounts of data to carry out daily activities from home. One of the marketing efforts is through social media because technology is developing very fast and significantly impacts marketing.

Telkomsel Halo has an Instagram account to market its products/services. However, compared to one of the social media accounts owned by prepaid, Telkomsel Halo has fewer posts. In addition, when viewed from the content on each social media, there are enough visible differences. The simPATI account provides content that contains the products offered and is aligned with the daily activities that the user usually carries out. Not only focusing on product offerings, simPATI provides content that can be interacted with and increases user engagement.

The existence of several of these phenomena, shows the importance of marketing strategies through social media. Consumers access social media to get a better view and understanding of a product or service (Dedeoğlu et al., 2020). Telkomsel Halo can use this to sell products through social media, especially Instagram. However, based on the data contained in table 1.1 it is explained that in 2019-2020 the Instagram Telkomsel Halo account experienced a decline in performance seen from several metrics, namely the number of followers, the number of engagements, the engagement rate and also the number of posts on the account. Telkomsel Halo experienced a decrease in the number of followers by 0.5%, decreased engagement by 91%, decreased engagement rate by 92%, and also reduced the number of posts by almost 20%.

Previous research by Abdallah (2015) stated that the credibility, quantity, and quality of the information provided through social media positively impact purchase intention.

From some of the things mentioned before, the researcher is interested in conducting research to find out how much influence social media marketing, especially on Instagram, has on customer purchase intention.

1.1 Objectives (11 font)

Telkomsel Halo does some marketing through digital marketing. However, compared to prepaid products, Telkomsel Halo is not too aggressive in digital marketing through Instagram social media. Meanwhile, internet users in Indonesia have experienced a significant increase, and customers usually seek information about products and services that will be used via social media.

The factors causing the growth of Telkomsel's postpaid users to experience a decline have yet to be discovered. Based on the literature review that has been done, it is known that marketing through social media can affect customer inspiration and customer purchase intention. In addition, based on Abdallah's research (2015) shows that the quality, quantity, and credibility of online information can influence purchase intention.

To increase the growth of Telkomsel postpaid users, it is necessary to analyze what factors can increase purchase intention on Telkomsel postpaid. Research related to the impact of social media on the purchase intention of Telkomsel postpaid users has never been done, so this research is essential to do.

2. Literature Review

Marketing on Social Media has several components defined differently in previous studies. Kim and Ko (2012), in their research on the luxury goods industry segment, classify the characteristics of social media activity into Entertainment, Interaction, trends, Customization, and word-of-mouth (WOM).

a. Entertainment

According to Agichtein et al. (2008), Entertainment (Entertainment) is the result of fun and games that arise from experiences via social media. The hedonic perspective views social media users as pleasure seekers who are entertained, amused and experiencing joy (Manthiou et al. 2013).

b. Interaction

Social media interactions fundamentally change the communication between brands and consumers (Gallaughier & Ransbotham, 2010; Kaplan & Haenlein 2010). Daugherty, Eastin, and Bright (2008) stated that social Interaction is an essential motivator for creating content materialization. Social media can assist consumers and provide a place to discuss and exchange ideas. According to Muntinga et al. (2011), social Interaction describes users who contribute to social media platforms to meet people who read the same, interact, and talk with them about specific products or brands.

c. Trendiness

Consumers often turn to various types of social media to obtain information because they trust information sources from companies to communications that are held through traditional promotional activities (Mangold & Faulds 2009; Vollmer & Precourt 2008). Meanwhile, according to Yadav & Rahman (2018), trendiness is the extent to which social media that is owned offers trending content.

d. Customization

According to Istijanto (2007:200), Customization is an effort to adapt products to consumer desires. Whereas in Usmara (2003: 100), Meredith revealed that Customization refers to the process of offering products or services that follow the wants and needs of consumers. In this study, the intended Customization refers to information conveyed through social media content.

e. Word of mouth (WOM)

E-word of mouth (WOM) is things/ activities/ content where customers recommend and share experiences about e-commerce on social media. (Yadav & Rahman 2018).

Before making a purchase decision, consumers need much consideration. When considering the large amount of information that individuals share online, most of them during shopping need many references to strengthen their confidence in order to reduce feelings of making mistakes or risks because the quantity of online reviews is a sign of how much a product is valuable and popular (Bataneh 2015). Consumer decisions to buy products and services are influenced by the information consumers receive (Lee et al. 2008). Reviews of a product on websites and social media are the primary source of information that many customers read before deciding to buy a product or service (Sher & Lee 2009).

According to Erkan and Evans (2016), the credibility of online information refers to the extent to which a person feels they have received recommendations from specific sources, whether from people or organizations that can be trusted. The wide availability of information makes consumers more critical in choosing information before they use it to make product-buying decisions. Fogg et al. (2002) argue that credibility is the extent to which a recommendation from a particular source can be felt by someone referred to and whether the person/organization can be trusted. Consumers will decide to purchase a product if they perceive the product and service reviews as a credible source.

Nathues' study (2017) shows inspiration as a new effective marketing discipline enabled by new digital networks that fill gaps in emotional marketing and consumer behavior studies to address challenges facing marketing professionals. In addition, researchers suggest that it is crucial to investigate the media used to convey stimuli other than inspirational stimuli. Like social media or a combination of digital and traditional techniques, whichever inspires customers the most.

Purchase intention is the consumer's tendency to act before making a purchase (Martinez & Soyong Kim 2012). These stages refer to evaluation activities such as product and company evaluations. Chen et al. (2010) define online purchase intention as when a consumer desires to buy a product or service through a website. In other words, online purchase intentions occur when consumers already have the ability and knowledge to transact online.

The framework of thought applied in this study for Variable X refers to research from Kim & Ko (2012). However, there are additional variables, namely the quantity and credibility of social media marketing which refers to research conducted by Indrawati et al. (2022). The results of this study are that all research variables have a positive and significant influence on purchase intention). Beside of that, study from Abdallah (2015) mentioned that the amount of information through social media can attract and influence prospective customers' purchasing decisions. In addition, the findings also show that the quality of online information is the most influential dimension of purchase intention. These results are consistent with previous literature (Do-Hyung et al. 2007; Cheung & Thadani 2009), respectively, the credibility and quantity of online information have an influence on one's purchase intention.

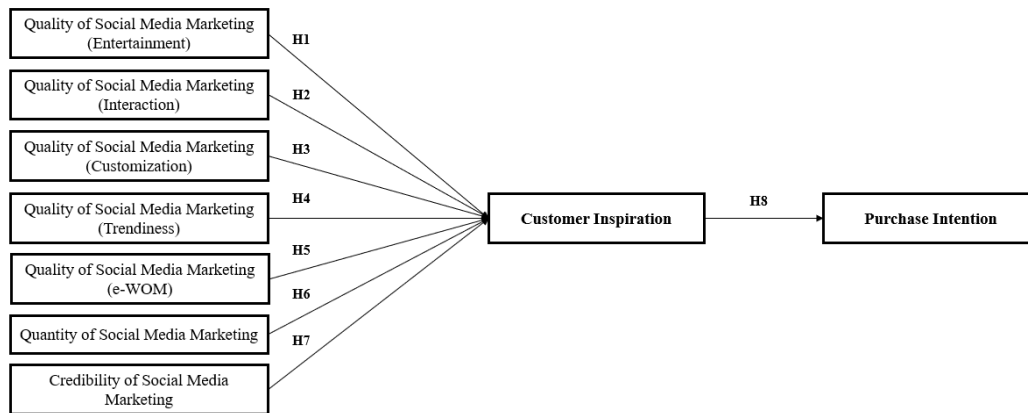


Figure 1. Research Model
Source: Modified Model from Ghafourzay & Parilti (2020) & Indrawati et al. (2022)

Based on the formulation of the problem and frame of mind, the hypotheses in this study are:

- H1: Quality of social media marketing (Entertainment) has a positive and significant effect on Customer Inspiration
- H2: Quality of social media marketing (Interaction) has a positive and significant effect on Customer Inspiration
- H3: Quality of social media marketing (Customization) has a positive and significant effect on Customer Inspiration
- H4: Quality of social media marketing (Trendiness) has a positive and significant effect on Customer Inspiration
- H5: Quality of social media marketing (E-WOMt) has a positive and significant effect on Customer Inspiration
- H6: Quantity of social media marketing has a positive and significant effect on Customer Inspiration
- H7: Credibility of social media marketing has a positive and significant effect on Customer Inspiration
- H8: Customer Inspiration has a positive and significant effect on Customer Purchase Intention

3. Methods

The method used in this study is quantitative. Based on the objective, the researcher uses a causal research type. Based on the unit of analysis, the researchers conducted this research individually with the respondents, namely Instagram social media users and prepaid users in Java, Indonesia. Moreover, seen from the time of implementation, researchers used a type of cross-section. Where data processing, analysis, and conclusion are carried out in one period (Indrawati, 2015: 118). The data used in this study used primary data collected through questionnaires. The questionnaire was distributed via the Google form and aimed at respondents who use prepaid services. The sampling technique in this study used nonprobability sampling with a purposive sampling method. The number of respondents in this study amounted to 384 respondents. This study uses a Likert scale. However, this study deliberately ignored neutral answers to avoid unexpected uncertainties. As Susanty (2012) argues in Indrawati (2015:131) that, issuing three (neutral) points in measuring attitudes will provide more reliable results.

The validity test was taken based on data from the questionnaire results, using product moment correlation and measurements obtained using SPSS 26 software. The r table value for n: 30 respondents with a significance level of 5% (α : 0.05) is 0.361. According to Sugiyono (2013: 179), if the r counting is more significant than the r table, then the instrument is declared valid. Descriptive analysis will be collected from the results of the questionnaire distributed through the Google Form. The results of the questionnaire will be calculated and grouped based on the data criteria. This study uses the Partial Least Square (PLS) method as an analytical technique. PLS is a component- or variant-based Structural Equation Modeling (SEM) model

4. Data Collection

Data on the characteristics of the respondents in this study is needed to find out the respondents' background, which can be used as input to explain the results obtained from the research. The minimum number of samples needed in this study amounted to 384 respondents, and the researchers collected 416 respondents.

The results of the screening question questionnaire in the study are in the following table:

Table 1. Screening Question Result

Are you a prepaid user?	Respondent Total	Percentage
Yes	403	96.9%
No	13	3.1%
Total	416	100%
What is your current provider?	Respondent Total	Percentage
Telkomsel	291	72.2%
XL	63	15.6%
Indosat	48	11.9%
Others	1	0.2%
Total	403	100%
Do you have Instagram?	Respondent Total	Percentage
Yes	401	99.5%
No	2	0.5%
Total	403	100%
Have you ever seen Telkomsel Halo content on Instagram?	Respondent Total	Percentage
Yes	384	95.8%

No	17	4.2%
Total	401	100%

Based on Table 1 states that, out of a total of 416 total questionnaires that respondents have filled in, 403 respondents use prepaid. Out of 403 respondents who use prepaid services, 291 respondents use the Telkomsel provider, followed by 63 respondents who use the XL provider, 48 respondents who use the Indosat provider, and one who chooses another. In the following question, 401 respondents have Instagram, and two respondents do not have respondents. Furthermore, 384 respondents had seen Telkomsel Halo content on Instagram, and 17 other respondents had never seen Telkomsel Halo content on Instagram. Based on the screening questions that have been carried out, this study will only collect data from a total of 384 respondents with the criteria of being prepaid service users from various providers who have Instagram accounts and have seen Telkomsel Halo content on Instagram.

5. Results and Discussion

5.1 Descriptive Analysis

Table 2. Summary descriptive analysis

Variable	Score Total	% Score	Category
<i>Quality (Entertainment)</i>	2206	71,8%	Good
<i>Quality (Interaction)</i>	3345	72,1%	Good
<i>Quality (Trendiness)</i>	2265	73,7%	Good
<i>Quality (Customization)</i>	2247	73,1%	Good
<i>Quality (e-WOM)</i>	2136	69,5%	Good
<i>Quantity</i>	2255	73,4%	Good
<i>Credibility</i>	2397	78,0%	Good
<i>Customer Inspiration</i>	3483	74,9%	Good
<i>Purchase Intention</i>	2297	74,8%	Good

Based on table 2. it is known that the highest score is obtained on Credibility of 78.0%, which is in the 'Good' category. The second highest is Customer Inspiration, with 74.9%, which falls into the 'Good' category.

5.2 Outer Model Result

5.2.1 Convergent Validity

Table 3. Outer Loading

Variable	Indicator	Outer Loading	Note
<i>Quality of Social Media Marketing -Entertainment- (QEN)</i>	QEN1	0.943	Valid
	QEN2	0.942	Valid
<i>Quality of Social Media Marketing -Interaction- (QI)</i>	QI3	0.909	Valid
	QI4	0.884	Valid
	QI5	0.887	Valid
<i>Quality of Social Media Marketing</i>	QT6	0.932	Valid

<i>-Trendiness- (QT)</i>	QT7	0.938	Valid
<i>Quality of Social Media Marketing -Customization- (QC)</i>	QC81	0.955	Valid
	QC9	0.955	Valid
<i>Quality of Social Media Marketing -e-WOM- (QEW)</i>	QEW10	0.941	Valid
	QEW11	0.941	Valid
<i>Quality of Social Media Marketing</i>	QN12	0.945	Valid
	QN13	0.947	Valid
<i>Credibility of Social Media Marketing (CD)</i>	CD14	0.945	Valid
	CD15	0.932	Valid
<i>Customer Inspiration (CI)</i>	CI16	0.877	Valid
	CI17	0.889	Valid
	CI18	0.905	Valid
<i>Purchase Intention (PI)</i>	PI19	0.941	Valid
	PI20	0.935	Valid

Table 3. shows the indicator variables' loading values (convergent validity). It can be seen that all indicators in this study have a factor loading value of > 0.7. This shows that all indicators in this study meet the convergent validity test or are suitable for research and can be used for further analysis.

5.2.2 Discriminant Validity

Table 4. Cross Loading

	Entertainment	Interaction	Trendiness	Customization	e-WOM	Quantity of Social Media Marketing	Credibility of Social Media Marketing	Customer Inspiration	Purchase Intention
QEN1	0.943	0.650	0.718	0.709	0.718	0.733	0.717	0.739	0.662
QEN2	0.942	0.631	0.704	0.639	0.741	0.721	0.643	0.730	0.647
QI3	0.651	0.909	0.751	0.678	0.667	0.672	0.609	0.665	0.618
QI4	0.628	0.884	0.699	0.664	0.651	0.639	0.567	0.690	0.561
QI5	0.544	0.887	0.626	0.608	0.632	0.572	0.612	0.695	0.633
QT6	0.672	0.725	0.932	0.738	0.644	0.725	0.618	0.709	0.610
QT7	0.737	0.722	0.938	0.667	0.675	0.720	0.633	0.741	0.682
QC8	0.690	0.715	0.714	0.955	0.652	0.673	0.661	0.727	0.632
QC9	0.676	0.675	0.720	0.955	0.634	0.682	0.640	0.733	0.615
QEW10	0.744	0.703	0.706	0.628	0.941	0.687	0.623	0.702	0.630
QEW11	0.713	0.667	0.623	0.640	0.941	0.623	0.566	0.703	0.580
QN12	0.706	0.653	0.731	0.672	0.645	0.945	0.695	0.731	0.606
QN13	0.752	0.675	0.732	0.670	0.671	0.947	0.714	0.743	0.642
CD14	0.740	0.636	0.668	0.653	0.618	0.735	0.945	0.760	0.662
CD15	0.609	0.616	0.584	0.624	0.565	0.659	0.932	0.684	0.600
CI16	0.715	0.695	0.716	0.696	0.676	0.701	0.671	0.877	0.725
CI17	0.698	0.671	0.660	0.727	0.657	0.695	0.720	0.889	0.683
CI18	0.667	0.678	0.696	0.616	0.660	0.684	0.667	0.905	0.652
PI19	0.655	0.616	0.641	0.582	0.619	0.604	0.573	0.742	0.941
PI20	0.647	0.655	0.659	0.645	0.586	0.635	0.694	0.707	0.935

Based on the data presented in table 4.13 above, it can be seen that each indicator on the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

5.2.3 Hypothesis Testing

The eighth hypothesis is that Customer Inspiration significantly affects Purchase Intention. The Customer Inspiration variable has a t statistics value of 23.538, more significant than the t table value = 1.96, and the P-Values = 0.000, less than $\alpha = 0.05$. The Path Coefficient value of the Customer Inspiration variable is positive at 0.772, which means that the better the Customer Inspiration value, the better the Purchase Intention value will be.

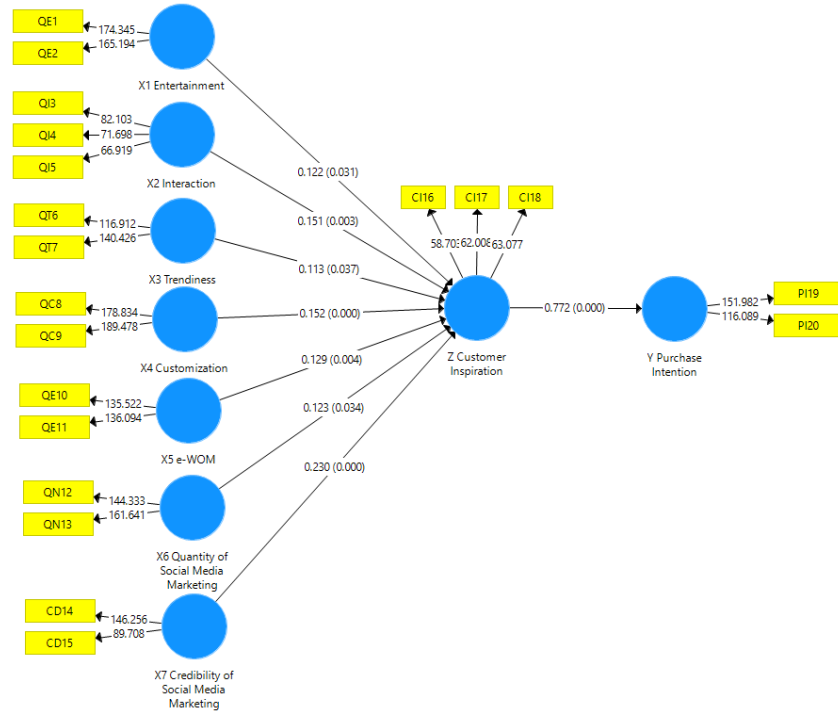


Figure 2. Path Coefficient

Inspiration involves "the realization of a new insight or idea" and "creating the motivation to act on this inspiration" (Böttger, 2015). The item category with the most excellent results is on the CI16 indicator 'After seeing content on Telkomsel Halo’s social media (Instagram), several sources of inspiration give me new ideas’ with result 77.0% and get category ‘Good’ on descriptive analysis.

Indirect effects show the indirect effects found in data processing. Indirect effects reported are effects that affect Purchase Intention. The following are indirect effects, which SmartPLS process:

Table 5. Indirect effect result

	<i>Original Sample (O)</i>	<i>T Statistics ((O/STDEV))</i>	<i>P Values</i>	Note
Credibility → Purchase Intention	0.178	4.271	0.000	Accepted
Customization → Purchase Intention	0.117	3.881	0.000	Accepted
Interaction → Purchase Intention	0.117	3.043	0.002	Accepted
e-WOM → Purchase Intention	0.100	2.808	0.005	Accepted
Entertainment → Purchase Intention	0.094	2.217	0.027	Accepted
Trendiness → Purchase Intention	0.087	2.199	0.028	Accepted
Quantity → Purchase Intention	0.095	2.105	0.035	Accepted

Based on table 5, it can be seen that the path coefficient values are all above 0. The higher the value, the stronger the influence. a. The first indirect effect is Credibility on Purchase Intention. The t value of 4.271, above 1.96, means it is statistically significant. The original sample shows a value of 0.178, which is a positive relationship.

6. Conclusion

Based on the results of descriptive testing, it shows that the respondents' assessment of Social media marketing (Instagram) Telkomsel Halo, which consists of the variables Quality (entertainment, Interaction, Trendiness, Customization, e-WOM), Quantity, Credibility, and Customer Inspiration, has an average value of 73.3%. It means it has a category of 'Good'. According to the respondents, the variable with the highest score is the variable credibility, with a value of 79.7%. This shows that respondents consider the information provided by Telkomsel Halo on Instagram to be trusted.

The influence of each Quality of Social Media Marketing sub-variable, namely Entertainment, Interaction, Trendiness, Customization, and e-WOM on Customer Inspiration has positive and significant results. The results of tests conducted to determine the indirect effect of social media marketing variables on purchase intention show that it has a positive and significant influence.

The findings in this study are expected to help the Telkomsel Halo brand understand the consumer's perspective. Suggestions are aimed at variable indicators that can be improved to improve consumer perceptions and impressions of Telkomsel Halo marketing.

Based on t-values and p-values, Customer Inspiration was the most influential factor in the Purchase Intention of Prepaid users who own and have seen Telkomsel Halo content on Instagram. The descriptive statistical analysis found that item CI17, "After seeing content on Telkomsel Halo social media (Instagram), I am motivated to buy more Halo products/services," got the lowest percentage score, namely 73.8%. From these findings, the authors suggest that Telkomsel Halo to increase consumer inspiration so they can be more interested in products or services from Telkomsel Halo. This can be done by providing various information on the benefits consumers will get if they use Telkomsel Halo and what more value consumers will feel and receive. Telkomsel can also collaborate with certain parties to educate consumers and increase customer inspiration. The content can be in the form of product/service reviews by influencers or KOLs who are experts in that field so that consumers can be more trusting and interested in the content provided.

The object of this research is Instagram with the Telkomsel Halo case study in the telecommunications Industry, so the study's results cannot be generalized to other social media platforms and other business industries. The author suggests further research to learn more about this social media marketing topic on other social media platforms and other business sectors or even conduct comparative research between several social media platforms.

It is expected to be able to conduct research by adding indicators and or variables that have not been included in this research model. Thus, a new research model will be formed which is expected to be more perfect than previous studies.

References

- Abzari, M., Ghassemi, R. A., & Vosta, L. N., Analysing the Effect of Social Media on Brand Attitude and Purchase Intention: The Case of Iran Khodro Company, *Procedia - Social and Behavioral Sciences*, 143, 822–826. <https://doi.org/10.1016/j.sbspro.2014.07.483>, 2014.
- Afshan, G., Khan, S. B., Aslam, I., & Ewaz, L., *The Effect of Celebrity Endorsement on Customer Purchase Intention: A Comparative Study*. <https://www.researchgate.net/publication/322987493>, 2018.
- Al-azzam, A. F., & Al-mizeed, K., The Effect of Digital Marketing on Purchasing Decisions : A Case Study in Jordan. *The Journal of Asian Finance ...*, 8(5), 455–463. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0455>, 2021.
- Bataineh, A. Q., The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, 7(1). <https://doi.org/10.5539/ijms.v7n1p126>, 2015.
- Bottger, T., Rudolph, T., Evanschitzky, H., & Pfrang, T., Customer inspiration: Conceptualization, scale development, and validation. *Journal of Marketing*, 81(6), 116–131. <https://doi.org/10.1509/jm.15.0007>, 2017.
- Et.al, H. E., Effect Of Digital Marketing And Social Media On Purchase Intention Of Smes Food Products. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(3), 3672–3678, <https://doi.org/10.17762/turcomat.v12i3.1648>, 2021.
- Ilyas, G. B., Munir, A. R., Tamsah, H., Mustafa, H., & Yusriadi, Y., The Influence Of Digital Marketing And Customer Perceived Value Through Customer Satisfaction On Customer Loyalty. *Journal of Legal, Ethical and Regulatory Issues*, 24(8), 1–14, 2021.

- Indrawati, *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama, 2015.
- Indrawati., Putri Yones, Prily Calista., Muthaiyah, Saravanan., eWOM via the TikTok application and its influence on the purchase intention of something products. *Elsevier Journal*.
<https://doi.org/10.1016/j.apmr.2022.07.007>, 2022.
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H., Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.808525>, 2022.
- Kim, A. J., & Ko, E., Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.
<https://doi.org/10.1016/j.jbusres.2011.10.014>, 2012.
- Matanhire, E., Vingirayi, I., & Manyanga, W., The impact of digital marketing in financial organisations in Zimbabwe. *International Journal of Information, Business and Management*, 13(2), 2021.
- Parilati, N., & Ghafourzay, H., The Impact of Social Media Marketing on Customer Inspiration and Customer Purchase Intention: A Case Study on Kabul-Afghanistan Telecom Industry. *Journal of Business Research - Turk*, 12(3), 2721–2732. <https://doi.org/10.20491/isarder.2020.1003>, 2020.
- Puspitasari, A., & Sabila, R., Social Media Strategy as A Digital Marketing Communication for Prambors Youth Fest Event. *American Journal of Humanities and Social Sciences Research*, 5(1), 609–617.
<https://www.ajhssr.com/wp-content/uploads/2021/01/ZZR21501609617.pdf>, 2019.
- Rudolph, T., & Pfrang, T., *Inspire to Delight: the Effects of Customer Inspiration on Consumers' Purchase Decisions Das Potenzial von Eigennutzen und sozialen Normen nutzen View project Definition of retail management View project*. <https://www.researchgate.net/publication/281447328>, 2014.
- Vidhya, M. R., & Kalaiselvi, K., A Study on the Influence of Social Media in Digital marketing on Purchase intention of To FMCG Products. *Turkish Journal of Computer and Mathematics Education*, 12(10), 7094–7100, 2021.
- Winarko, H. B., Sihabudin, A., & Dua, M., A study on information credibility in the social media marketing adoption: Evidence from Indonesia. *International Journal of Research Studies in Management*, 8(1).
<https://doi.org/10.5861/ijrsm.2019.4000>, 2019.
- Yongvongphaiboon, P., & Chantamas, M., Influence of digital marketing communication and performance effectiveness between b2b companies and clients in Thailand. *Utopia y Praxis Latinoamericana*, 26(2), 171–182, 2021.

Biographies

Indrawati has been a lecturer at Telkom University since 1990. She completed her bachelor's degree in English Education at the Indonesian University of Education (UPI), completed her Master's degree in Management at Padjadjaran University (UNPAD), and completed the Philosophy of Doctor (Ph.D.) program at the Faculty of Management, Multimedia University (MMU) Malaysia. She has published more than 230 articles in national and international newspapers, magazines, tabloids, proceedings, and journals. Several articles have received awards, such as the article that won the first prize in a writing contest on distance education organized by the Open University in 1999; The first winner of the Telecommunications and Information Technology Writing Contest held by Indosat, Kompas, Gatra, Republika, and LIPI, in 2001; winner | Public Category in Public Participation in Materialising Clean Water Supply in Jakarta organized by Thames PAM Jaya Jakarta in 2000; First Winner of Writing Contest held by AB Bumiputera 1912 in 2002; The eight best presenters in the 4th International Conference on E-Commerce with a Focus on Developing Countries (ECDC), Kuala Lumpur Malaysia on 3-4 November 2009; and the second best paper in The 1st International Seminar & Conference on Learning Organizations, Bandung, Indonesia on 4-5 December 2013.

Zenia Rahmah is a Master of Management Student at the Faculty of Economics and Business, Telkom University. Before that, she completed her bachelor's degree at the same faculty and university, namely the Faculty of Economics and Business, Telkom University for four years, from 2012 to 2016. Apart from being a student at Telkom University Zenia Rahmah worked for an advertising company multinational in Jakarta named PT. Omnicom Indonesia as a Senior Manager Digital Performance. After almost 2 years, she moved to the biggest telecommunication company in Indonesia, namely PT Telekomunikasi Selular (Telkomsel) as a Digital Media Reporting & Analysis to the present

day. In general, she is responsible for handling digital media advertising for Telkomsel. Zenia Rahmah also has several certifications verified by several big media such as Google, META, and Twitter.