


# The Influence Of Instagram Ads And Celebrity Endorsement On Purchase Decisions In Florist Businesses In Bandar Lampung

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Article Info	ABSTRACT
<p><b>Keywords:</b> Digital Social Media, Florist, Instagram Ads, Celebrity Endorsement, Purchasing Decisions, Sosial Media Marketing</p>	<p>The rise of digital social media technology has significantly impacted business practices in Indonesia, particularly in the florist industry. Businesses are shifting their strategies by leveraging endorsements from viral creators on platforms like Instagram. This shift, while providing new opportunities, also introduces challenges for traditional flower shops that must adapt to social media marketing. The use of social media for flower bouquet marketing through various online exhibitions. This approach aims to boost sales but comes with its own set of obstacles, including competition and content creation difficulties. The florist business in Indonesia, encompassing flower care, design, marketing, merchandising, and delivery, benefits from the cultural significance of flowers, which are used to express emotions and are integrated into various forms of art. In Bandar Lampung, the growth of florist businesses, with 25 shops observed, reflects the promising nature of this industry, driven by its necessity for events such as seminars, weddings, and birthdays. The rapid growth of the flower industry and the emergence of new designs impact consumer purchasing decisions. Effective marketing strategies are crucial for maintaining competitive advantage. With the prevalence of social media in Indonesia, where 167 million users are active, platforms like Instagram play a key role in business promotion. Instagram Ads and endorsements are particularly effective tools, as they reach targeted audiences and enhance brand visibility. This study explores the influence of Instagram Ads and celebrity endorsements on purchase decisions for florist businesses in Bandar Lampung, aiming to provide insights into effective digital marketing strategies in the floral industry.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Jea Yuspita Universitas Teknokrat Indonesia Labuhanratu, Bandarlampung <a href="mailto:jeayuspita0310@gmail.com">jeayuspita0310@gmail.com</a></p>

## INTRODUCTION

The growth of digital technology and social media has had a significant impact on business practices in Indonesia, including the florist industry. Changes in business strategies, such as utilizing endorsements from viral creators on Instagram and other platforms, have become one way to stay competitive. However, the shift to social media also presents challenges for some traditional flower shops that must adapt to these changes.

Social media marketing strategies, as highlighted by Quraysin et al. (2022), have become a primary method for increasing sales of flower bouquets. Through various online

exhibitions, florist businesses attempt to overcome various marketing challenges, including intense competition and difficulties in creating engaging content. Additionally, the florist industry in Indonesia is deeply rooted in artistic and cultural values, reflected in various forms of expression such as paintings, poetry, and decorative products.

In Bandar Lampung, the florist business has shown promising growth, with 25 flower shops observed. According to Sabatini et al. (2021), the development of this industry is influenced by a variety of new models and the increasing demand for important events such as weddings and seminars. Therefore, effective marketing strategies are needed to compete in this digital era, including the ability of florists to create innovative and attractive floral arrangements.

In the digital era, social media has become an essential communication tool, allowing users to share information and connect with others. In Indonesia, social media plays a crucial role in business, with 167 million active users as of January 2023. Platforms such as WhatsApp, Facebook, and Instagram are among the most frequently accessed. Instagram, with 1 billion monthly active users globally and 25 million business profiles, has become a favorite promotional tool. Through photos and videos, users can share information, receive feedback, and utilize various features to make content more appealing. Instagram has also become an effective platform for business promotion, enabling direct interaction with consumers and increasing sales.

Instagram Ads and endorsements are two main promotional strategies on Instagram. Instagram Ads allow specific targeting based on location, age, interests, and behavior, with ads automatically appearing on users' feeds. Additionally, endorsements, especially from celebrities, have become a very popular form of digital marketing. Endorsements involve support from third parties to promote products or services and are currently growing rapidly on various social media platforms such as TikTok, YouTube, and others. This strategy is considered highly effective in digital marketing, both now and in the future.

Research by Amira and Nurhayati (2019) shows that Instagram Sponsored Ads are effective in reaching a large audience and delivering messages, as evidenced by the success of tiket.com's ads, with a message comprehension rate of 75.2%. However, research on the impact of Instagram Ads on purchase decisions remains limited, highlighting the need for further studies. In contrast, research by Gayatri Hutami Putri and Bhina Patria revealed that celebrity endorsements on Instagram do not significantly influence teenage girls' buying interest, suggesting that other factors may play a more dominant role.

Previous studies have focused on different regions and variables. For instance, Amira and Nurhayati (2019) concentrated on the travel industry and used different metrics to assess the effectiveness of Instagram Ads, while Gayatri Hutami Putri and Bhina Patria examined the influence of celebrity endorsements on a younger, non-specific demographic (teenage girls). Additionally, research on the floral industry in Bandar Lampung is scarce, and the impact of both Instagram Ads and celebrity endorsements on florist businesses remains underexplored.

This study aims to fill these gaps by focusing on florist businesses in Bandar Lampung, a different geographical region, and assessing the dual impact of Instagram Ads and celebrity

endorsements on consumer purchasing decisions in this specific industry. Moreover, this research is inspired by recommendations from previous studies, which called for further investigation into the effectiveness of digital marketing strategies in various industries and locations. Therefore, this study provides an opportunity to build on existing knowledge and contribute new insights to the field of digital marketing for florist businesses.

## METHODS

This study employs a quantitative design, where data is collected and presented in numerical form. The research involves two types of variables: independent variables (X) and the dependent variable (Y). The independent variables in this study are Instagram Ads ( $X_1$ ) and Celebrity Endorsement ( $X_2$ ), while the dependent variable is the Purchase Decision (Y). The independent variables aim to assess how these factors influence consumer purchase decisions, where the purchase decision depends on the extent of the influence of Instagram Ads and Celebrity Endorsement.

The research population consists of residents in Bandar Lampung who frequently purchase flowers from florists. The sample is selected using the purposive sampling technique, a method based on specific criteria. The sample criteria include customers of florists who have purchased flowers at least once after seeing Instagram Ads and endorsements from celebrities, and who reside in Bandar Lampung.

This study focuses on respondents who are interested in florists through Instagram Ads and endorsements, and explores whether these marketing strategies influence their purchase decisions. The sample size is determined using Hair's formula (2014), where the number of indicators is multiplied by 10, resulting in 140 respondents. Data is collected through questionnaires distributed online via Google Forms and shared through social media to reach respondents in Bandar Lampung. Respondents answer the questionnaires using a Likert scale to measure the variables being studied.

Once the data is collected, analysis is conducted using SPSS 27 software. The data analysis techniques used include multiple linear regression analysis to examine the influence of the independent variables on the dependent variable, partial tests (t-tests) to evaluate the individual effects of each independent variable, simultaneous tests (f-tests) to assess the combined effect of both independent variables, and the coefficient of determination ( $R^2$ ) to measure how much of the variation in purchase decisions can be explained by the independent variables.

## RESULTS AND DISCUSSION

### Validity test

The validity test results show that the calculated r-values for the internal indicators of the Instagram Ads, celebrity endorsement, and purchase decision variables are greater than the r-table value (0,166). Therefore, all the research statement items are valid, meaning they are legitimate and can be trusted as accurate according to the data results.

## Reliability Test Results

**Table 1.** Reliability Test Results

Variable	Cronbach, a Alpha	0,60	Results
Instaram Ads	0.737	0.60	Reliable
Celebrity Endorsement	0.745	0.60	Reliable
Keputusan Pembelian	0.726	0.60	Reliable

Sumber: Data yang diolah SPSS 27, 2024

Based on Table 1, the reliability test results for all questionnaire statements of the research variables show that the Cronbach's alpha value is  $> 0,06$ , indicating that all research variables are reliable, meaning the respondents consistently answered each statement.

## Multiple Linear Regression Test Results

**Table 2.** Multiple Linear Regression Test Results

Model	Unstandardized		Standardized		t	Sig.
	Coefficients		Coefficients Beta			
	B	Std. Error				
1 (Constant)	-0.770	0.936			-0.823	0.412
Instaram Ads	0.732	0.059	0.662		12.412	0.001
Celebrity Endorsement	0.189	0.035	0.285		5.354	0.001

Dependent Variable: Keputusan Pembelian

Sumber: Data yang diolah SPSS 27, 2024

Based on Table 2, the multiple linear regression equation model used in this study is as follows:  $Y = \alpha + b_1x_1 + b_2x_2 + e$ . The results of the multiple linear regression test can be explained through the following regression equation:  $Y = -0.770 + 0.732 X_1 + 0.189 X_2 + e$ . The interpretation of the above regression equation is as follows:

1. Constant (a): The constant value for the Purchase Decision variable is -0.770. This value indicates that if the independent variables (Instagram Ads, Celebrity Endorsement) are assumed to be zero, then the dependent variable (Purchase Decision) will be -0.770.
2. Instagram Ads Regression Coefficient: The regression coefficient for the Instagram Ads variable is 0.732, meaning that if other independent variables are assumed to remain constant and Instagram Ads increases by 1 unit, the purchase decision (dependent variable) will increase by 0.732. This value indicates that the influence of Instagram Ads on purchase decisions is positive.
3. Celebrity Endorsement Regression Coefficient: The regression coefficient for the Celebrity Endorsement variable is 0.189, meaning that if other independent variables are assumed to remain constant and celebrity endorsement increases by 1 unit, the purchase decision (dependent variable) will increase by 0.189. This value indicates that the influence of celebrity endorsement on purchase decisions is positive.

### Partial Test Results (T-Test)

**Table 3.** Partial Test Results (T-Test)

Model	Unstandardized		Standardized		t	Sig.
	Coefficients		Coefficients Beta			
	B	Std. Error				
1 (Constant)	-0.770	0.936			-0.823	0.412
Instaram Ads	0.732	0.059	0.662		12.412	0.001
Celebrity Endorsement	0.189	0.035	0.285		5.354	0.001

Dependent Variable: Keputusan Pembelian

Sumber: Data yang diolah SPSS 27, 2024

Based on Table 3, the results of the t-test above were conducted to determine the magnitude of the influence of each independent variable on the dependent variable at a significance level of 0.05. The t-table value can be calculated using the following formula:

$$T\text{-table} = n - k - 1$$

$$T\text{-table} = 140 - 2 - 1$$

T-table = 137 (in the t-table, the t-value for 137 with a probability value of 0.05 or 5% is 1.977).

The influence of each independent variable on the dependent variable is as follows:

1. The Influence of Instagram Ads (X1) on Purchase Decisions: In the t-test results table, the Instagram Ads variable has a t-value of 12.412 with a significance level of 0.001. Therefore, the t-value (12.412) > t-table (1.977) and the significance level is 0.001 < 0.05, indicating that there is a significant influence of the Instagram Ads variable on purchase decisions.
2. The Influence of Celebrity Endorsement (X2) on Purchase Decisions: In the t-test results table, the Celebrity Endorsement variable has a t-value of 5.354 with a significance level of 0.001. Therefore, the t-value (5.354) > t-table (1.977) and the significance level is 0.001 < 0.05, indicating that there is a significant influence of the Celebrity Endorsement variable on purchase decisions.

### Simultaneous Test (F-Test)

**Table 3.** Partial Test Results (T-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	331.612	2	165.806	166.037	0.001
Residual	136.809	137	0.999		
Total	468.421	139			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Celebrity Endorsment, Instagram Ads

Sumber: Data yang diolah SPSS 27, 2024

## Coefficient of Determination Test

**Table 4.** Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.841	0.708	0.704	0.999

a. Predictors: (Constant), Celebrity Endorsment, Instagram Ads

Sumber: Data yang diolah SPSS 27, 2024

Based on Table 4, the coefficient of determination ( $R^2$ ) shows that the result from the Adjusted R Square ( $R^2$ ) is 0.704. This indicates that the independent variables, Instagram Ads and celebrity endorsement, account for 70.4% of the variance, demonstrating that the influence exerted by the independent variables on the dependent variable is very strong.

## Discussion

### The Influence of Instagram Ads on Purchase Decisions

Based on the research results, it can be concluded that the Instagram Ads variable, when tested partially, yields a t-value of 12.412, which is greater than the t-table value of 1.977, and a significance level of 0.001, which is less than 0.05. The multiple linear regression analysis resulted in a b1 value of 0.732. Based on these results, it can be concluded that the Instagram Ads variable (X1) has a positive and significant influence on Purchase Decisions for Florist businesses in Bandar Lampung. It can be concluded that H1 is accepted, meaning there is an influence of X1 on Y.

### The Influence of Celebrity Endorsement on Purchase Decisions

Based on the research results, it can be concluded that the Celebrity Endorsement variable, when tested partially, yields a t-value of 5.354, which is greater than the t-table value of 1.977, and a significance level of 0.001, which is less than 0.05. The multiple linear regression analysis resulted in a b1 value of 0.189. Based on these results, it can be concluded that the Celebrity Endorsement variable (X2) has a positive and significant influence on Purchase Decisions for Florist businesses in Bandar Lampung. It can be concluded that H2 is accepted, meaning there is an influence of X2 on Y.

### The Influence of Instagram Ads and Celebrity Endorsement on Purchase Decisions

Based on the research results, it can be concluded that the Instagram Ads and Celebrity Endorsement variables, when tested simultaneously, yield an f-value of 166.037, which is greater than the f-table value of 3.91, and a significance level of 0.001, which is less than 0.05. Based on these results, it can be concluded that the Instagram Ads (X1) and Celebrity Endorsement (X2) variables together have a significant influence on Purchase Decisions for Florist businesses in Bandar Lampung. It can be concluded that there is an influence of the Instagram Ads (X1) and Celebrity Endorsement (X2) variables on the Purchase Decision (Y) variable.

## CONCLUSION

Based on the results of data analysis and hypothesis testing, it can be concluded that Instagram Ads and Celebrity Endorsements both have a positive and significant influence,

both partially and simultaneously, on purchase decisions for florist businesses in Bandar Lampung. This confirms that Instagram Ads significantly impact consumer purchasing behavior, and Celebrity Endorsements also play a crucial role in influencing purchase decisions, thus accepting all three hypotheses. In line with the problem statement and research objectives, which aimed to test the influence of Instagram Ads and Celebrity Endorsements, both individually and collectively, on purchase decisions, it is evident that these two strategies are effective digital marketing tools. Recommendations: Florist businesses in Bandar Lampung should continue leveraging Instagram Ads to reach a broader and more targeted audience. Moreover, collaborations with relevant celebrities or influencers should be enhanced to strengthen brand image and product appeal. It is also important for florist businesses to continuously innovate by creating engaging content and staying updated with consumer trends to remain competitive in the market. Additionally, it is recommended that businesses regularly evaluate the effectiveness of their digital marketing campaigns and integrate other strategies, such as discounts or special promotions, to boost customer engagement and loyalty.

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