The Influence of Social Media Instagram Toward Purchase Decision Making Process in Organicsupplyco

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Abstract

This research was motivated by the increasing of internet and digital era in communication, especially in online shopping. Changes in the way of communicating are through social media. Not only used as virtual relationship communication, social media is also used as an online shopping platform, especially Instagram social media. The shift of communication through social media led to a shift in the way consumers shop, by utilizing features and content that is on Instagram social media. The shift in shopping is influenced by consumer's purchase decision making processes, both internally and externally. The purpose of this research is to show that internal and external factors cannot be separated from purchasing decision making process because it is integral so that it is reflective of OrganicsSupplyCo, sellers can understand what internal and external factors that have a big influence for consumers in online shopping through Instagram. By mirroring OrganicSupplyCo, an online shop can create online campaigns and activities that are in accordance with the needs and desires of consumers. The research was conducted in May to August 2018. This research using quantitative in questionnaire. The result of this research showed that Instagram internal and external factors influence OrganicSupplyCo's consumer in purchasing decision making process. The internal factor are content quantity and content quality. The external factors are instastories and photoshare.

Keywords: Purchase Decision Making Process, Instagram, Online Shopping

Introduction

In Indonesia, online retail is blossoming. Despite having low rankings of Internet and E-Commerce penetration rates, this publication showcases that Indonesia's online retail market has been the biggest in the region due to its hefty population (Business Wire, 2017). E-Commerce development are increased Internet penetration and mobile connectivity, in demographics and economic growth. The rising internet through people habit to always use internet make the online shop or online retail is growing up too. After wave of digital innovation, business world read the changes of people, especially consumer.

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According to Riaz & Tanveer (in Darban & Li, 2012) expressing branding strategies for place quoted that direct channels to reach customers could be company owned stores, phone and internet selling while indirect selling could be through intermediaries such as distributors or agents. Using indirect channel, company has to give up control over distribution and selling. Company loses control over prices charged to end users, and how the product is being displayed. As consumers spend large number of hours online, it clearly makes sense for marketing to use the online medium as a consumer touch point for product promotion and proliferation. This medium can be used to drive consumer engagement, for brand building, strengthening consumer evangelism and subsequent co-creation activities. Many e-commerce and online shops on Instagram make a significant transition, from shop to online shop (Itvibes, 2018). To decide consumers to buy a product by online, there are several processes. Consumers do not merely switch to online shopping without going through certain processes psychologically.

Consumers start trying to understand and identify problems when they perceive their current reality as different from where desire to be. According to Itvibes (2018) in the problem exists, it provides an opportunity for online marketing to show how their products solve the perceived problem and products must offer the right convenience and solutions that are supported by interesting content. For new consumers, they trust with the testimony of fellow consumers. After the process of identifying problems, solutions and testimony, consumers begin to search for information and process the information themselves, and they use that information to solve their problems (Itvibes, 2018). This is an opportunity for online shops to provide solutions and promote their products by using appropriate social media according to the target market and creating interesting feeds and content.

After consumers start searching for information from other sources, consumers begin to evaluate the information (Itvibes, 2018). The internet makes it easier for consumers to research with that information, with just one click. The role of the brand is very important here so the consumers do not change their choices. According to Moisander (2007) the growth awareness of consumers to the environment around the world has created major implications for the beauty industry. Broadly speaking, the category division of this sector includes skin care products, hair care, makeup, fragrances, and personal hygiene (Kumar, in Nikdavoodi, 2012). Five categories that have the largest share of total consumer spending is skin care (16%) (Zbib et al., in Nikdavoodi, 2012).

The consumer's perspective on how to buy and sell the product has been change with rapid growth of digital era. According to previous research, consumer's purchase decision making process is influenced by internal factor. Kaplan & Haenlein, in Husain, Ghufran, and Chaubey (2016) said that online shopping business has seen that a great influence consumer perceptions and behaviors. Attitudes, beliefs, and social interactions represent visual, individual, and interpersonal stimuli Badrinarayanan et al., in Cummins, Peltier, Schibrowsky, & Nill, 2014). Consumers are driven by internal factors such as processing, perception, and interpretation of a product that processed in the interpersonal process.

In other previous research said that social experience such as relationship, interpersonal connectivity, support, friendship, or shopping is influenced in social networks toward purchase decision making process (Pookulangaran, in Husain, Ghufran, and Chaubey, 2016). Another research said that purchasing decisions behavior and decide to buy the product are affected by their environment, so online social networks have a big power to affect purchase decision's process (East, Wright, & Vanhuele, in Husain, Ghufran, & Chaubey, 2016).

In external influence, consumer will know the information about the product, but get a honest review from people who have already used the product and it become more believable. Different from external influence, in internal influence, consumer attitudes to purchase decision making process is about consumer's beliefs about, feelings about, and behavioral intentions toward some object--within the context of marketing, usually a brand (Perner, 2017). Each research found that internal and external influence affect purchase decision making process. There is no one that compares directly between internal influence and external influence whereas psychological (internal) and social network (external) thus provides an important framework for linking internal and social customer decision making processes (Bagozzi and Dholakia, in Cummins, Peltier, Schibrowsky, & Nill, 2014). So that is important to see from both internal and external factors, which factors in the online shop can affect the purchase decision making process.

Understand the existing phenomenon, to examine internal and external factors on the purchase decision making process in online shopping through social media, then the social media is Instagram. According to We Are Social (2018) Instagram is the effective social media that used for marketing in this digital era. Targeting in Instagram is clear because Instagram allow to targeting audience included gender, age, group, and interests. For especially millenials, they are the most difficult people to reach using ads but Instagram is incredibly visual-centric social platform and people, especially millenials will more notice or pay attention longer (Hsiao, 2017). With the capabilities to like, comment, and share the content posted by other users, content's reach to a large population of the Instagram network (Endres, 2015).

In Instagram, 60% of survey respondents discover new products on the platform, 75% of survey respondents take action after being inspired by a post, 80% of accounts follow a business on Instagram (Facebookbusiness, 2018). Through Instagram, consumers can easily access and enjoy the visuals of product. Psychologically, it causes deep interest. After being interested in visualization, consumers will tend to find out more about the product, such as usability, price, and others. Consumers choose Instagram because the Instagram features are considered easy and simple. They can easily search for information, even look for other alternatives on Instagram with a single click. Features and content on Instagram also help consumers on the purchasing decision making process process because awareness and engagement on Instagram contain cognitive, affective and behavioral components.

Looking at previous research and the phenomenon, the researcher saw that Organic Supply Co brand had several problems related to the purchase decision making process. OrganicSupply.Co is one of organics online shop who using "Instagram for business" fiture for their way to sell the product. Meanwhile, it also provides customers a new platform for doing shopping. Recently, not only the number of online shoppers, but also the volume of their purchases grows rapidly (Perea y Monsuwé et al. , in Mingyao, 2016). The trust in customers mind is from their perception how they see online shop or e-commerce give them satisfaction and warranty. Based on the research of International Trade Administration (2016) the skin care product sector experienced fast growth in the Indonesian market by 12.5% and ranked second after the food sector with a share of 20.5% of the total Indonesia grocery. The research also obtained growth data of each category of personal care products that showed the greatest growth of hair conditioner, shampoo, and skin care in the form of cleanser, hand & body lotion, and moisturizer.

In Indonesia, personal care products that are natural certified and organic comes from imported products like The Body Shop (UK) and The Face Shop (Korea). From Indonesia,

there is an OrganicSupplyCo as a products that applied the concept of natural and organic. health, beauty and household products. The store has organic items with variants such as essential oils, carrier oils, herbs, hydrosols, and other ingredients such as cosmetic additives, extracts, wax, butters and even packagings and books. OrganicSupplyCo is the first natural and organic skin and health care who certified in Soil Association Organitation UK. Soil Asscociation Org is a trusted the country's leading organic certifier offering a huge range of organic and sustainable certification schemes across food, farming, catering, health and beauty, textiles and forestry (Retrieving from https://www.soilassociation.org/certification/food-drink/why-certify-with-us/)

OrganicSupplyCo loves for essential oils and everything organic started around 6 years ago when one of the founders was living in the US and had a profound experience with the benefits of using essential oils throughout her challenging pregnancy and her 36-hours of labour (OrganicSupply.Co, 2015). After the birth of her owner's baby, she learned that the oils have multiple functions therapeutically and is good for literally everything. From then on she lived a more natural lifestyle with the help of essential oils. Essential oils are widely accessible and affordable in the US, it requires little effort to live a healthier lifestyle and after she returned to Indonesia, good quality essential oils were only available at a high price (OrganicSupply.Co, 2015). For organic essential oils and ingredients, there were basically non-existent in the retail market. Thus an idea to make these products available in Indonesia was born and with the help of her three partners, Organic Supply Co. was finally realized (OrganicSupply.Co, 2015).

However, OrganicSupplyCo products which has been known as natural personal care, in which the content of its products using selected natural ingredients have been clinically tested by Soil Association Organization. Although OrganicSupplyCo is the only organic product and essential oil in Indonesia that gets soil association certificates, but campaigns, promos, and reviews on OrganicSupplyCo accounts are still very low. This can obstruct consumer purchase decision making processes. Botanina do psychologically approach such as campaigning #BotaninaPeduliAnak #BerpihakPadaAnak, doing giveaway, supporting the "Yayasan Sayang Tunas Cilik" and many more. Brand communication from Botanina is genuine for child. This can inspire especially mothers to buy botanina products because they feel their children are cared for by botanina.

The other competitor is Peek Me Naturals. Same as Botanina, Peek Me Natural do psychologically approach according to phenomenon, such as Peek Me Naturals peduli Lombok, healthy lifestyle recommendation, giveaway free travel essentials, promo kemerdekaan, and many more. Eventhough OrganicSupplyCo have the highest followers (58.5K) compared to their competitor, such as Botanina (32.9K) and Peek Me Naturals (16.7K), it is not a reason for OrganicSupplyCo to rarely do activities in their Instagram account. OrganicSupplyCo has only done 3 campaigns, while their competitors can reach 3 campaigns or online activities.

According to Kotler and Keller (2009) in the purchasing decision making process, consumers will seek as much information as possible and evaluate all information. If Organicsupplyco rarely conduct campaigns or activities that attract and touch the consumer psychologically, then consumers will easily move to other alternatives that succeed in influencing them. It would be a serious problem for OrganicSupplyCo. Therefore by looking at all influence of OrganicSupplyCo's Instagram which including internal and external influences on purchasing decision making process, OrganicSupplyCo could prevent the problem and make campaigns

or activities that are more interesting than the competitors, by paying attention to the purchase decision making process of their consumers.

Literature Review

Consumer interaction and internet make many shopping experiences. The Internet represents a composite of visual, individual and interpersonal stimuli (Im et al. , Cummins, Peltier, Schibrowsky, & Nill, 2014). Finally, the Internet is facilitate consumers to seek and share information with others as a new social medium (Schultz and Peltier, Cummins, Peltier, Schibrowsky, & Nill, 2014). From consumer attitude and interaction through digital, the internet has the potential to affect each component in marketing mix. Places become less important as easy and inexpensive communication between individuals on opposite sides of a country or the planet becomes commonplace (Gordon & Lima, 1997). The internet makes easy for placement of the product because the internet can be reached to all regions with mass products, also easy to disseminate information about the product.

Psychological and social network theory offers considerable role for understanding of Internet marketing. First, the Internet is a medium through which consumers interact, communicate and respond (Cho and Khang, in Cummins, Peltier, Schibrowsky, & Nill, 2014). Psychological and social network theory provides an important framework for linking internal and social decision-making processes (Bagozzi and Dholakia, in Cummins, Peltier, Schibrowsky, & Nill, 2014). The consumer behavior's aspect is about connecting with people everywhere. Across the global sample, 46 percent of all surveyed consumers report connecting with friends on social networking sites (Berman & Kesterson, 2012). Content in internet have power to desired content, including advertising. It is changing how traditional media is paid for and consumed, it also caused internal and consumer behavior. Educating the consumer about digital information and digital purchase are the most important thing to do by the marketers.

The Internet has information about mass produced and tangible to customized. The potential for price discrimination is reduced due to the ability of consumers to identify the cheapest sources and seek others information so marketing must be more creative and fast changing, following the consumer's needs and wants (Gordon, Lima, & Kathryn, 1997). The internet is not only as a new medium media but as a new medium that is different from before. Promotion of the internet with mass media by examining two-way dialogue that was previously just through personal promotion (Gordon, Lima, & Kathryn, 1997). The rising of digital information make the growth of online shop. Online shopping makes consumers want to buy through the online store, therefore the consumer experience becomes important because it represents the next online shopping behavior and surrounding behavior. Therefore, the design and appearance of online shop becomes very important. The higher the quality and interest of the online shop, the higher the decision to buy (Zhou, in Al-Debei, Akroush, & Ashouri, 2015).

Apart from the importance of the quality of the online shop design, the consequences are also important. Consumers will be more motivated to write positive reviews about the product if the online shop is also interesting, clear information, and powerful to understand (Al-Maghrabi et al. , in Al-Debei, Akroush, & Ashouri, 2015). Also, higher website or display quality usually resulted in higher perception of trust (Hsiao et al., in Al-Debei, Akroush, & Ashouri, 2015). Consumer perception and trust become vital and important to build a reason to buy in online shop.

Currently, e-commerce raising through social media, which allows to reach more prospective buyers because of the benefits of social media in connecting businesses to consumers directly at low costs but direct target (Kaplan & Haenlein, in Husain, Ghufran, and Chaubey, 2016), has been seen that a great influence on consumer perceptions and behaviors (Williams & Cothrell, in Husain, Ghufran, and Chaubey, 2016), and has been brought in the center of attention in different industries in the last few years. Social media marketing, or SMM, is internet marketing that implements various social media networks in achieving their marketing communication and brand image goals that involve content, videos and images for marketing and paid advertising purposes (Husain, Ghufran, & Chaubey, 2016). The internet and social media have changed of consumer decision process, it focused on relationship with the brand and also with the product and services.

According to Solomon, in Husain, Ghufran, and Chaubey (2016) online social networks have become important communication channels and also virtual communities have emerged. Consumers are able to change their purchasing decisions behavior and decide to buy the product are affected by their environment, so online social networks have a big power to affect purchase decision's process (East, Wright, & Vanhuele, in Husain, Ghufran, & Chaubey, 2016). Affected by environment because consumers can share product knowledge, opinion, experiences, and also the negative about the product. Online interactions and recommendations influenced consumer's product choices (Huang & Chen, in Husain, Ghufran, & Chaubey, 2016). They not only know the information about the product, but get a honest review from people who have already used the product and it become more believable.

Reviews on social media media are not only to find out the emotional experience of consumers but also to inform the store manager. This can help managers to identify potential, retain customers, and overcome problems, so that through social media reviews, marketing activities are expected to improve consumer satisfaction. (Ramanathan, Subramanian, & Nachiappan, 2017). Two of social media that effectively used for new millennium internet marketing is Instagram (We Are Social, 2018). Andrea (2015) said for retailers, Instagram is sees as amazing platform of social commerce, because the photo-sharing app lends itself so well to shopping. Even though Instagram doesn't has direct payments, but it possible for consumers to shop directly from a photo and Instagram features can help to do the business, even though the payment is made outside of it (Andrea, 2015).

Targeting in Instagram is clear because Instagram allow to targeting audience included gender, age, group, and interests. For especially millenials, they are the most difficult people to reach using ads but Instagram is incredibly visual-centric social platform and people, especially millenials will more notice or pay attention longer. With the capabilities to like, comment, and share the content posted by other users, content's reach to a large population of the Instagram network (Endres, 2015). The conclusion is the internet and social media are growing rapidly, supported by new digital era and the raising of internet. People are realize the rapidity of the internet and digital navy is a beginning of new millennium era. How their communicate also changed. People communicate through gadget (chat platform). The positive is people could communicate without knowing the time because it connects the distant.

The change of how to communicate is a powerful reason for people to spend more time with the internet, whether it's gadgets, laptops, or PCs. They make friends and give or find an information in digital media, including the products. The new way of this era with "go online" makes it all the easier and cheaper. Consumer don't need to waste the time to buy something.

It shows that there is a change in their attitude in shopping. In buying certain products, people start looking for recommendations from social media platforms or online platforms to the see honest reviews from others. It is trusted because the review is from people who already have an experience with the. It becomes a trigger that social media marketing is very important in doing business, through Instagram.

The change of communication and ways to shopping makes understanding of the social network and psychological affects that exist in the consumer, because they can know the consumer decision making processes in this digital age such aspects, reasons, and considerations of what is inside the consumer mind. Previous research says that there is a change in the way of shopping indeed. In the past, shopping was using a traditional and influenced by traditional advertising media. The raising and development of technology, internet, and social media, caused many retail stores are close. It is important to know and understand whether social media influence the consumer or there are other factors, nor is their perception changed by social media or not.

The change of the way of shopping makes the question whether there is consumer perception of new digital age, especially social media. Therefore, it is necessary to see how their perceptions of how to sho. Some journals says social media is a major component in deciding to buy products in an online shop. But it is not just social media that affected, but how intrapersonal relationship affects the buying decision. Researchers assume that social media is only the main support, but buying decisions influenced by individual intrapersonals that supported by external influences. From previous research, the internet and social media making process shows an understanding of the internet in social media around independent components (platforms and some other elements that stimulate visual, individual, interpersonal, multi channel platform, interactional, communicative, and responds) and it is only examined separately between independent and dependent social media. The previous research separately between the influence of social media (instagram) as an internal factors in the decision making process and external. Some of the previous elements will be reused, so will be look specific in what makes people change the way of shopping, internal or external factor, by combining both theories.

According to Kotler and Keller (2009) consumer purchase decision making process have a five stages: need recognition, information search, evaluation of alternatives, purchase, and post-purchase. All stages influence consumer behavior during each stages. Need recognition is the first stage of purchase decision making process, as a desired needs. Need recognition may relate to actual need of a perspective customer to a specific product or service, as well as perceived customer need (Kotler & Keller, 2009). The existence and the manifestation of the need can be caused by internal or by external stimuli. The second of internal stimuli is affect. Consumers also hold certain feelings toward brands or other objects. Certain consumers relate to a particular product or brand. It comes from their beliefs or their suggestions. (Perner, 2017).

The third is behavioral intention. The behavioral intention is what consumers plan for objects, such as buying or not buying, which is a logical consequence of influence of beliefs, or other condition (Perner, 2017). After need recognition and its internal stimuli, the second stages of purchasing decision making process is information research. According to Kotler and Keller (2009) customers use their perspectives on a brand and begin to find out the information based in their needs and desires to satisfy theirself. It's important how the brand communicate information through various communication channels that might include any combination of

advertising, direct marketing, public relations, publicity, personal selling, events, and experiences promotion (Kotler & Keller, 2009).

It is important for the brand to be aware with factors that influence consumer attitudes and motives because consumers will make perceptions about the brand image itself and it cannot be controlled by the brand (Heinonen, in Paquette, 2013). As a result, current research has examined what aspects of social media sites affect consumer attitudes and motives. The third stages of purchasing decision making process is evaluation of alternatives. During this stages, consumer decision making process perspective is consider the relative importance of each attribute of the product-service mix (Kotler & Keller, 2009). The consumer will evaluate alternatives based on their personal interpretation.

The fifth of purchasing decision making process is purchase evaluation. This is the final stage after the product has been purchased. Salomon (in Kotler & Keller, 2009) said at this stage, consumer will decide what they want to buy and if the consumer has good and positive experience about the product, then in the future it is likely to repeat the purchase without considering again. The important thing is if the need isn't great and the solutions that the consumer find aren't desirable and helped enough to motivate a purchase, the consumer may postpone the purchase until satisfactionary opportunity present itself (Kotler & Keller, 2009).

According to Chante and Salomon, in Ting, De-Run, Ming, and Choo (2015) Instagram is generally known as a novel photo-sharing social networking platform. Essentially, Instagram is a mobile-based application that users can take photos and use some of the features provided, as well as to transform the appearance of images and share instantly with their friends in different social media. (Hochman & Schwartz, in Ting, De-Run, Ming, & Choo, 2015).

Although the application was just launched in 2010, it has grown steadily and strongly. In 2013, it was estimated that Instagram had 100 million users, and approximately four billion photos were uploaded and displayed (Abbott et al., in Ting, De-Run, Ming, & Choo, 2015). In a more recent estimation, it is reported that around 75 million people are using Instagram on a daily basis, and approximately 16 billion photos are uploaded and shared with other users (Smith, in Ting, De-Run, Ming, & Choo, 2015).

Instagram reaches the younger generations, and attracts wide societies more effectively than other social networking services (Abbott & Salomo, in Ting, De-Run, & Liew, 2016). It is also found that young consumers today spend more time on Instagram than other sites (Salomon, in Ting, De-Run, & Liew, 2016). This is because young generations have an interest in visualization compared to text, so they are extremely attracted and driven to taking photos using their smart phones, and sharing them with others instantly (Abbott, in Ting, De-Run, & Liew, 2016).

This simple function of sharing image makes communication and networking with friends and wider social groups more comfortable, animated, and entertaining (Bakhshi et al., in Ting, De-Run, & Liew, 2016). By connecting physical environments with the digital realms, Instagram enhances online presence and identity, and allows more interactive communication and effective dissemination of information (Abbott & Chante, in Ting, De-Run, & Liew, 2016).

According to Barker, Barker, Bormann, et.al., (2013) images and visual content can be effective in building awareness, increasing traffic, conversation, shares and spread; also generating interest in a highly visual offering. Companies should understand this trend and apply into their social media marketing strategies to gain a viral content.

According to Carvalho (2007) the order of attitudes may be different when consumers are sure to buy a particular product, then purchase, and after that, consumer will develop their feelings about the product, so this type of hierarchy is related to non-purchase and marked by consumers who are not interested in processing all information provided. The hierarchy that follows this pattern begins with belief the brand, then feeling after the purchase. These types of hierarchies are related to a problem-solving process that includes a deeper step in the decision-making process (Carvalho, 2007). The amount of involvement that given to an attitude has an important influence on the consistency of the attitude. Engagement determines how consumer search the information is, a balanced evaluation of all product attributes, and how rational the decision rules are (Solomon, in Carvalho, 2007).

So, a higher involvement consumer tends to have more consistent attitudes, making the attitude change, process a lot of information, evaluate, and make a decision to purchase. Low involvement consumers make them process a little information, evaluate only a few product attributes, and have specific rules for deciding which products to buy that are not necessarily rational (Carvalho, 2007). Other important issues in internet marketing is trust. Trust shows that drivers vary by product category and site type. While trust in web merchants has improved, the impact of trust on online consumer behavior become important issues for online marketers (Dean, 2010). Consumer perception applies of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals from opinions about companies and the merchandise they offer through the purchases they make (Dean, 2010).

Figure 1 Conceptual Framework

In the past, shopping was using a traditional and influenced by traditional advertising media. The raising and development of technology, internet, and social media, caused many retail stores are close. It is important to know and understand whether social media influence the consumer or there are other factors, nor is their perception changed by social media or not. The raise of internet and digital savvy has changed how consumer communicate and shopping. They communicate and shopping through social media or digital media platform, such as Instagram. Mostly, consumer has changed their way to know the product, too. Consumer seeking the information about the product through recommendations, honest opinion, or rating from other people who already have an experience about the product.

In this study, researcher wanted to see the effect of Instagram features and Instagram content in consumer purchasing decision making process. Instagram provides some features, such as user profiles, instastories, hashtags, comments, and photo sharing. For Instagram content, there is quality and quantity of the content. As an independent variable in the purchasing decision-making process, researcher using Kotler and Keller's theories: need recognition, information search, evaluation of alternatives, and purchasing decisions. Supported by Perner's theory that drive the process of purchasing decision making process, there's a beliefs about, feelings about, and behavioral attention.

In addition, the dependent or external variables were also found in Kotler's purchasing decision making process theory. Cummins, Peltier, Schibrowsky, and Nill said that the external factors that drive the decision making process are viewing on demand, non-linear viewing, mobile viewing, and social consumption. Researcher wanted to see the effectiveness of Instagram in the process of purchasing decisions making process at online shop. Whether, the Instagram feature has an influence on the purchasing decision making process internally or externally or Instagram content has an influence on the purchasing decision making process internally and externally and also both.

Methods

A post-positivist research approach methodological pluralism. It is based on the assumption that the method to be applied in a particular study should be selected based on the research question being addressed (Scherbaum & Shockley, 2015). The research use a post-positivist approach, applying interpretive research in two ways: in an exploratory study of end-user computing conducted prior to a positivist study and in a study of end-user searching behaviors conducted concurrently with a positivist study.

According to Creswell (2014) essential steps in designing quantitative methods for a research proposal or study, with specific focus on survey designs. Determinism suggests that examining the relationships between and among variables is central to answering questions and hypotheses through surveys.

Survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. From sample results, the researcher generalizes or draws inferences to the population. A survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population (Creswell, 2014).

From sample results, the researcher generalizes or draws inferences to the population (Creswell, 2014). In this research, sample consist and made of some characteristic, attitude, or behavior in unknown population. Because the unknown population, this research using cross sectional survey when the data collected at one point in time, when the questionnaire will be distributed at certain times.

The population is not limited because the population because there is a wide population and researcher just choose population that is within range of researcher, so researcher choose using convenience sampling. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher (Scherbaum & Shockley, 2015). Convenience sampling is constructed from whoever may be readily available. Convenience sample come in a number of forms.

According to Saunders and Thornhill (2012) convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements. All subjects are invited to participate. In other words, this sampling method involves getting participants wherever you can find them and typically wherever is convenient, therefore, in convenience sampling no inclusion criteria identified prior to the selection of subjects (Saunders & Thornhill, 2012). Convenience sampling technique may prove to be effective during exploration stage of the research area, and when conducting pilot data collection in order to identify and address shortcomings associated with questionnaire design.

Validity refers to the degree in which our test or other measuring device is truly measuring what we intended it to measure. Validity is arguably the most important criteria for the quality of a test. The term validity refers to whether or not the test measures what it claims to measure. On a test with high validity the items will be closely linked to the test's intended focus (Scherbaum & Shockley, 2012).

In this study the test that used to validity test to measure the validity or validity of a questionnaire. The results of validity test using confirmatory factor analysis indicate that each research indicator is valid because it has accumulated in each factor, where it can be seen in the results of the factor loading of each indicator greater than 0.4. According to Hair et al., (2014) the value of factor loading that can be declared valid for amounts up to 150 is greater or equal to 0.4.

Cronbachs Alpha should over 0.7. Corrected Item-Total Correlation should over 0.3. All cronbach's alpha reliabilitas corrected item total validity. Accordingly, if its suit the standard, the data are valid and reliable. Reliability is the level of an accuracy procedure. Reliability shows whether a procedure in a study can consistently obtain similar results in measuring an object, trait, or idea with an independent size but can be compared. Instruments in a reliable study are instruments that, if distributed repeatedly to the same group, will produce the same and reliable data.

Reliability testing in this study can be measured by Cronbach's alpha coefficient. The level of reliability of a data can be seen from the resulting alpha coefficient. If Cronbach's alpha is above 0.70, it indicates that the variable is reliable or acceptable (Scherbaum & Shockley, 2015). The higher the alpha coefficient is close to 1, then the question in the questionnaire is considered to have high reliability.

Result and Discussion

This section describes the characteristics of respondents who have filled out the questionnaire. Profile of respondents who became the sample in this study was elaborated based on gendeR (Men 67,50% and women 32,50%), age (17-20 years old 16,50%; 21-24 years old 23%; 25-28 years old 31%; and >28 years old 29,50%), salary per month (3.000.000-4.999.999 14,50%; 5.000.000-6.999.999 18,50%, 7.000.000-8.999.999 21%, 9.000.000-10.999.999 22,50%, and >11 million 23,50%), education background (SHS 10,50%, Diploma 16%, Graduate 35%, Post Graduate 38,50%), Instagram user (Instagram user less than 1 month 0, 1-6 month 13,50%, 7-12 month 26,50%, more than 1 year 60%), and Online time per day less then 1 hour 1,50%, 1-2 hour 8,50%, more than 2-3 hour 19,50%, more than 3-4 hour 32%, and more than 4 hour 38,50%). To measure validity or not of a questionnaire, a validity test is needed. If the question in the questionnaire is able to reveal something that will be measured by the questionnaire, then the questionnaire is declared valid. Validity testing is done by construct construct validity. Validity test can be obtained by factor analysis which is processed in the SPSS program.

Tabel 1. Reliability Pretest

Variabel	Koefisien Alpha Cronbach's	Keputusan
Quality of Instagram Content	0, 927	Reliable
Quantity of Instagram Content	0, 901	Reliable
User Profiles	0, 891	Reliable
Instastories	0, 869	Reliable
Hashtag	0, 854	Reliable
Photo Share	0, 744	Reliable
Comment	0, 769	Reliable
Internal Decision Making Process	0, 729	Reliable
Social Decision Making Process	0, 846	Reliable

In Table 4.5, the data obtained from the research shows Quality of Instagram Content (X1), Quantity of Instagram Content (X2), User Profiles (X3), Instastories (X4), Hashtag (X5), Photo Share (X6), Comment (X7), and Internal Decision Making Process and External Decision Making Process (Y1) have alpha Cronbach's coefficient value above 0,7, so proven reliable.

Table 2. Validity Result

Factors	Indicators	% Variance
Quality of Instagram	QL 1	6,429
	QL 2	7,703
	QL 3	8,07
	QL 4	8,066
Quantity of Instagram	QN 1	4,647
	QN 2	5,396
	QN 3	5,679
User Profiles	UP 1	4,472
	UP 2	3,846
	UP 3	4,979
InstaStories	SF 1	7,679
	SF 2	7,716
	SF 3	7,969
	SF 5	7,649
	HS 1	6,906
	HS 2	6,98

Hashtag	HS 3	7,741
	HS 4	6,902
Photo Share	PS 1	14.195
	PS 2	14.418
	PS 3	15.384
	PS 4	12.818
	PS 5	13.477
	PS 6	14.260
Comment	CM 1	5,736
	CM 2	6,64
	CM 3	7,414
	CM 4	9,555
Internal Decision Making	IDM 1	24,661
	IDM 2	25,254
	IDM 3	27,177
	IDM 4	28,302
	IDM 5	27,948
	IDM 6	28,737
	IDM 7	27,968
	IDM 8	32,46
	IDM 9	28,955
	IDM 10	31,628
Social Decision Making	SDM 1	9,988
	SDM 2	11,886
	SDM 5	10,327
	SDM 6	9,707
	SDM 7	9,327

In validity table, factor analysis shows that each research indicator is valid because it can be seen in the results of the factor loading value of each indicator greater than 0.4.

Table 3. Descriptive Statistic

		N	Min	Max	Mean	SD
Quality of Content	QL1	200	1	5	3.15	1.194
	QL2	200	1	5	3.34	984
	QL3	200	2	5	3.23	841
	QL4	200	1	5	3.00	951
Quantity of Content	QN1	200	1	5	03.06	1.355
	QN2	200	1	5	3.13	1.134
	QN3	200	1	5	3.30	1.168
User Profiles	UP1	200	1	5	3.21	1.131
	UP2	200	1	5	03.02	1.248
	UP3	200	1	5	3.24	1.002
Instastories	SF1	200	1	5	3.42	1.118
	SF2	200	1	5	03.05	1.081
	SF3	200	1	5	3.14	939
	SF5	200	1	5	03.01	1.141
Hashtag	HS1	200	1	5	3.41	1.076
	HS2	200	1	5	3.43	1.044
	HS3	200	1	5	3.44	883
	HS4	200	1	5	3.23	1.149
Comment	CM1	200	1	5	2.95	1.408
	CM2	200	1	5	2.94	1.148
	CM3	200	1	5	2.94	946
	CM4	200	1	5	3.36	972
Photo Share	PS1	200	1	5	3.38	1.100
	PS2	200	1	5	3.39	1.083
	PS3	200	1	5	3.40	918
	PS4	200	1	5	2.92	1.381
	PS5	200	1	5	2.96	1.155
	PS6	200	2	5	2.92	932
Internal Decision Making Process	IDM1	200	1	5	2.94	1.472
	IDM2	200	1	5	2.99	1.171
	IDM3	200	2	5	2.91	928
	IDM4	200	1	5	3.39	955
	IDM 5	200	1	5	3.35	985

	IDM6	200	1	5	3.37	925
	IDM7	200	1	5	3.13	1.203
	IDM8	200	1	5	3.49	987
	IDM9	200	1	5	3.34	1.086
	IDM10	200	1	5	3.36	957
Social Decision Making Process	SDM1	200	1	5	3.24	973
	SDM2	200	1	4	2.98	853
	SDM5	200	1	5	3.21	965
	SDM6	200	1	5	3.32	1.001
	SDM7	200	1	5	3.04	1.171

In descriptive analysis the data describe: mean value is the average value of the entire respondent on the research variables, while the standard deviation shows the variation of respondents' answers. There is no limit to the standard deviation value, but the standard deviation value that moves away from zero indicates that the data distribution (respondent's answer) is varied, whereas if the standard deviation value is approaching zero, the respondent's answers will not vary. The minimum value is the lowest answer (scale) chosen by the respondent and the maximum value is the highest answer (scale) chosen by the respondent (Ghozali, 2013).

From the results of descriptive statistical analysis, it was found that mostly respondent gave the highest level of agreement on Quality of Content variable and QL2 indicator "Konten yang ditampilkan OrganicSupplyCo di Instagram memiliki relevansi dengan produk yang dijual " with an average value of 3.34. In the Quantity of Content variable, it was found that mostly respondent gave the highest level of agreement is QN3 because some respondents thought that "Konten OrganicSupplyCo cukup sering muncul di feed Instagram saya" at an average value 3.30.

In the User Profiles variable, mostly respondent give the highest level of agreement in UP3 indicator that "User profile OrganicSupplyCo mempromosikan produk yang dijualnya " at an average value 3.24. In Instastories variable, mostly respondent give the highest level of agreement on the SF1 indicator "OrganicSupplyCo menampilkan informasi yang lengkap mengenai produk di Instastories" at an average value 3,42. In Hashtag variable, mostly respondent give the highest level of agreement on HS3 indicator because "Hashtag yang digunakan OrganicSupplyCo memberikan informasi mengenai produk yang dijual" in an average value 3,44, so, some respondents find it difficult to find OrganicSupplyCo products using hashtags.

Then in the Comment variable, mostly respondent choose CM4 indicator that "OrganicSupplyCo memberikan informasi yang membantu melalui fitur komentar di Instagram" in an average value 3,36. Whereas, in the Photo Share variable, respondents gave the highest level of agreement on PS3 indicator, namely "Foto yang diposting oleh OrganicSupplyCo memperlihatkan foto produk secara jelas" in an average value 3,40.

In the Internal Decision Making Process variable, the average respondent gave the highest agreement on IDM8 that "OrganicSupplyCo menampilkan keunikan produk " at an average

value 3,49 and the Social Decision Making Process variable, mostly respondent gave the highest agreement in SDM6, namely "Informasi yang saya dapatkan dari followers Instagram OrganicSupplyCo membuat saya memutuskan untuk membeli produk " at an average value 3,24.

HYPOTHESIS TEST RESULT

H0   : All independent variables individually have no effect on the dependent variable (Decision Making Process)

H1   : All independent variables individually affect the dependent variable (Decision Making Process)

Significant Level = 5%

H0 rejected if Sig < Significant Level (5%)

Based on the analysis above, it is obtained an analysis of overall results. There are four variables that have a significant influence on the purchasing decision making process, namely Features, Photoshare Features, Content Quality, and Content Quantity. While other variables such as User Profiles, Hashtags, and Comment do not show a significant effect. Instagram, in psychological and social network theory offers considerable promise for enhancing our understanding of Internet marketing along a number of dimensions. First, the Internet is a medium through which consumers interact, communicate and respond (Cho and Khang, in Cummins, Peltier, Schibrowsky, & Nill, 2014). Psychological and social network theory thus provides an important framework for linking internal and social decision-making processes (Bagozzi and Dholakia, in Cummins, Peltier, Schibrowsky, & Nill, 2014).

According to Kotler and Keller (2009) consumer purchase decision making process have a five stages: need recognition, information search, evaluation of alternatives, purchase, and post-purchase. All stages attempt to influence consumer behavior during each stages and all stages influenced by internal and external factors (Perner, 2017). In internal decision making process, people processing their need recognition, information research, and purchase decision. From external decision making process, people do the evaluation alternatives from external factors before decided to buy the product in Instagram.

In need recognition stage, consumer of OrganicSupplyCo relate to actual need of a perspective customer to a specific product or service, as well as perceived customer need. The average consumer who buys OrganicSupplyCo products is a consumer who has believed in essential oils and organic products. They feel they need the product. After that, they began searching through Instagram social media and found OrganicSupplyCo. The availability of connected content empowered consumers to ecpect instant access to desired content, it also cause how people shopping and buy something online. In the previous research, consumer attitudes toward online shopping would be greatly affected by the design and appearance of the online shop, the higher the quality of an online shop, the more positive attitudes of consumers are toward that online shop.

According to research result, OrganicSupplyCo's content have an impact to purchase decision making process. Consumers feel that the content provided by OrganicSupplyCo is interesting, relevant to the products, relevant to the target market, easy to understand, frequently upload

photos about products, content uploaded is cristal clear, and often appears on Instagram feeds. In addition, the design and appearance of OrganicSupplyCo's Instagram gives a good impression in the eyes of consumers. Consumers feel that the photos uploaded by OrganicSuppyCo are attractive, have good image quality, show products clearly, make it easy to imagine products in real life, make them want to know more about products, and make them want to buy products. This can be a positive atittance for the online shop related to purchase decision making process.

After consumers are aware of their needs and interests about product, they are able to search and collect more information and with a high level of transparency and convenience (Al-Debei, Akroush, & Ashouri, 2015). OrganicSupplyCo consumers collect information about products from several features such as instastories, photo share, content quality, and content quantity. In seeking information and weighing in the purchase decision making process, OrganicSuppyCo consumers use these features and are likely to see competitors as well. These things also make consumers make choices and buy OrganicSupply products.

In addition, the most important thing in Instagram is the relationship with the brand and also with the product and services. The good communication can make consumers do not have time and do not want to look for alternatives products. It can be happens if OrganicSupplyCo respond the questions via comment. In this case, OrganicSupplyCo is less interactive in answering questions from consumers in comments feature, so it is not being considered by consumers in purchasing decision making processes.

In addition, Instagram features Instastoriess and photo shares affect the consumer purchase decision making process. Instastories have a positive and significant influence on purchasing decision making processes. That is, Instastories are effective in influencing consumers to decide whether to buy a product or not. This shows that the visualization and information in Organic Supply Suppliers determines the attitude of a consumer to the purchase decision making process.

As a main purpose of Instagram is that generally known as a novel photo-sharing social networking platform. Essentially, Instagram is a mobile-based application that enables users to take photos or pictures, apply the different manipulation tools to transform the appearance of images, and share them instantly with friends on different social networking sites (Hochman & Schwartz, in Ting, De-Run, Ming, & Choo, 2015). Photos and information that OrganicSupplyCo provides through Instastories and photo shares affect consumers in purchasing decision making processes. This is because everyone who has an Instagram account and search for products on Instagram is aware that their interest is greater in visualization.

From the results of this data and research process, Instagram features and Instagram content affect 2 things in the purchase decision making process, namely Instagram features externally and Instagram content internally. According to previous research, internet and visual social media have individual and interpersonal stimuli (internal) (Im et al., 2010). Other previous research said that the Internet is a social medium through which consumers seek and share information with others (external) (Schultz and Peltier, 2013).

The previous research separately between the influence of social media (instagram) as an internal factors in the decision making process and external. Some of the previous elements will be reused, so will be look specific in what makes people change the way of shopping, internal or external factor, by combining both theories. In this study, researcher saw that both

factors, internal and external, affected the purchase decision making process, not only one factor and it support each factor. Internal factors are factors that come from our perception of OrganicSupplyCo's product on Instagram such as content quality and content quantity. And external factors are factors that come from outside except the self, such as environmental influences and features of Instagram such as instastories and photo share. The results of the study said that internal factors and external factors also influence the purchase decision making process.

Content that consumers read and see, can deliver to consumers through existing features on Instagram such as instastories and photo shares so that consumers get a complete information not only visually but also verbally. This is what makes consumers confident of buying OrganicSupply products. All behaviors that arise in the purchase decision making process are supported by the cognitive component, affective component, and component behavior (Carvalho, 2007). Just like the theory that was said by Kotler and Keller, how consumers view of the product is in accordance with their respective perceptions of seeing. Consumers are processing a product into their cognitive, adjusting to their character and needs, so there are two different behaviors. Interested or not. For consumers who are already aware of essential oils, it is easier to process the product within themselves and if it is still unfamiliar, it will be more difficult and has many considerations in seeing a product.

In OrganicSupplyCo products on Instagram, consumers feel they already have good experience with OrganicSupplyCo products so that their emotional reactions regarding interest in high products can be seen from their interest in the products uploaded to Instagram OrganicSupplyCo. Consumer response is very positive towards visual and content. After cognitive and affective components are formed, consumers will easily buy OrganicSupplyCo products in the purchase decision making process. Even if consumers have a pleasant experience with OrganicSupplyCo, in terms of products, Instagram, and the hospitality, this can make consumers become evangelists. Consumer behavior in purchasing decision making process is about thinking, feeling, and thinking so the first impression is important things to build a good perception and image about the brand. If initially good, then the next process will be easy and increase purchase intention.

Conclusion

This research analyzes the influence of Instagram Features (Instastories, Photo Share, User Profiles, Comment, Hashtag) and Instagram Content (Content Quality and Content Quantity) toward the Purchase Decision Making Process in purchase OrganicSupplyCo products. Based on research variable, there are four independent variables that influence the Purchase Decision Making Process, namely, Instastories, Photo Share, Content Quality, and Content Quantity. Meanwhile, for other independent variables such as User Profiles, Hashtag, and Comment, the effect are not significant on OrganicSupplyCo's Purchase Decision Making Process, because these variables are not a major consideration in the Purchase Decision Making Process process.

From external factors, there are Instagram features of Instagram Feature Instastories and photo shares which are the main considerations. This is because Instagram is a visual social media, so everyone who has an Instagram account must have an interest in visualization so that become very effective to attract the attention of OrganicSupplyCo consumers. So, it can

be said that photos and videos uploaded by OrganicSuppyCo are interesting, consumer that represented by respondents, have an interest buying.

Content is also a major consideration respondents interest with OrganicSupplyCo's visualization. Content is the main consideration because visualization (instatories and photoshare) does not include detailed information about the product. Respondents feel that content quality and quantity from OrganicSupplyCo's support them to visualization clear enough to give them interest and decision to buy. Meanwhile, content could have a significant effect because it can convince consumers to determine their attitudes to purchase decision making process.

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