

MARKETING | RESEARCH ARTICLE

Analysis of Instagram Ads on Consumer Behavior: Empirical Study of Villa Melayang in Bogor, Indonesia

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ABSTRACT

This study examines the influence of Instagram advertisements on consumer purchasing decisions related to Villa Melayang, an accommodation facility near Taman Safari Bogor. In the digital era, where social media platforms play a vital role in marketing strategies, understanding how Instagram content affects consumer behavior is crucial. The primary objective of this research is to analyze the relationship between Instagram promotions and consumer decisions to stay at the villa. A quantitative approach was employed by distributing questionnaires to 100 respondents, selected using Slovin's formula. Data analysis was conducted using statistical tools, including correlation tests. The results revealed a significant positive correlation ($r = 0.735, p < 0.05$) between Instagram advertising and purchasing decisions, indicating that engaging and interactive content can enhance consumer interest. Although Villa Melayang's Instagram posts are visually appealing, user engagement remains relatively low, suggesting a need to improve content interactivity. These findings underscore the importance of visually attractive social media strategies, encouraging user interaction to influence purchasing behavior. This research offers valuable insights for businesses, particularly in the hospitality industry, aiming to optimize their digital marketing efforts.

Keywords: Purchase Decisions, Advertising, Instagram, Social Media.

JEL Code: L26, O31, M10, Q56, R11.

I. Introduction

Advertising is one of the most famous and widespread forms of promotion because it involves a broad field. People in advertising have widely discussed this, as it has an essential promotional component, especially for those producing goods and services. (Kasman STMIK Dharmapala Riau (2023). With the development of internet technology today, buying and selling transactions can now be done easily without having to meet face-to-face. Such transactions are often called "electronic business" (e-commerce). E-business is any trading activity that utilizes computer networks and the internet (Hanapi, 2019). Business transactions through the internet, especially social media, are new. The emergence of various social media platforms, often called social media, has given its color to online trade business transactions, including introducing and marketing goods or services. From a financial point of view, an online business is up-and-coming. (Hurriyaturohman, n.d., 2020).



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According to Erna (2016), "Villa provides lodging services where in 1 villa there are two bedrooms which are also equipped with other facilities that are almost the same as a hotel. One of the villas in the city of Bogor is Villa Melayang, which is located near the safari park. (Andra, 2023). Kotler and Armstrong (2016) state, " individually and in groups, we have all been consumers. The purchasing decisions we make, from physical goods to specific ideas, are influenced by many factors and reflect how we strive to meet our needs and desires." You can see the guest data of Villa Melayang in Figure 1 (Andra, 2023)

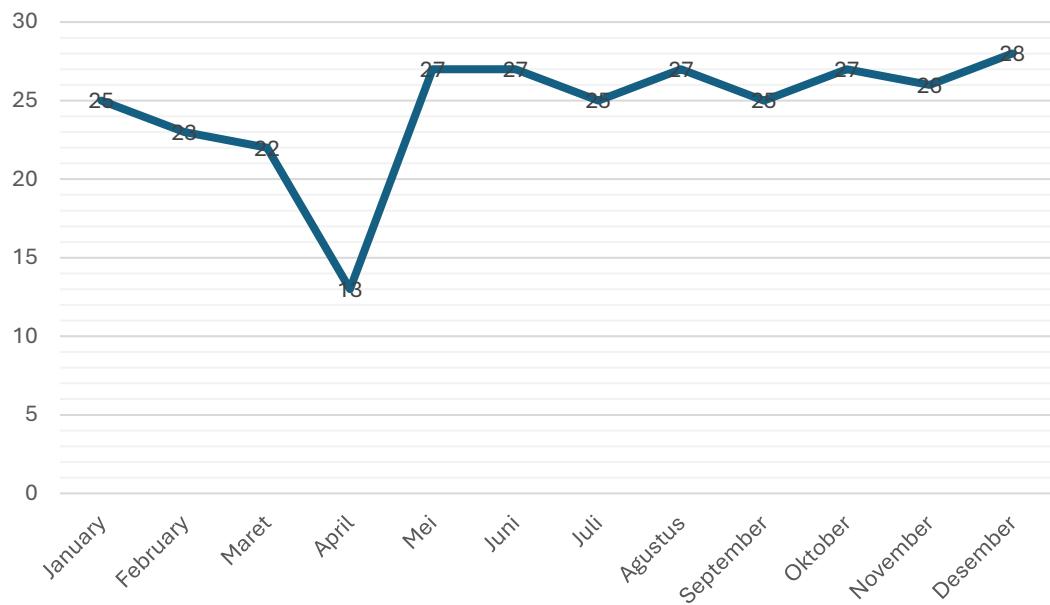


Figure 1. Data of Villa Melayang in 2023

It can be said that villa sales in 2023 are pretty stable; it is just that in April, they decreased by 43.3%, but they can still help smooth operations. Compared to 2023 and 2024, villa sales are volatile in 2024, as seen in Figure 2.

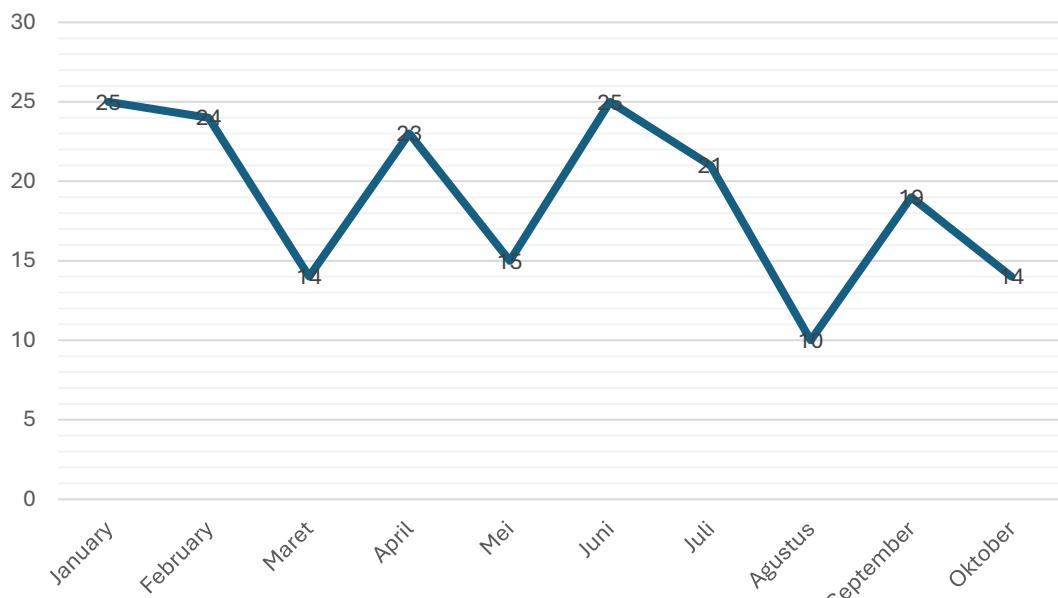


Figure 2. Data of Villa Melayang in 2024

Based on the visual data presented, this study evaluates the occupancy rate of Villa Melayang for 2024. Information was obtained through in-depth interviews with the management regarding the total number of guests staying. The analysis of the interview data indicated a significant decline in occupancy, which amounted to 33.3% in August compared to the previous month. Despite the decline, the occupancy rate still contributes significantly to the continuity of the villa's operations. In the villa sales sector in the Puncak area, competitors are actively utilizing the Instagram platform as a promotional medium to attract potential customers. Various marketing strategies are applied, such as presenting attractive visual content and collaborating with celebrities and influencers. (Sijoen et al., 2024) "Advertisements with high appeal can significantly increase consumer interest in a brand. In addition, hashtags in Instagram content have proven to be an effective marketing strategy. Various types of content include invitations to like photos with certain rewards, encouraging users to leave comments while tagging their friends, and creating interactive and engaging photo challenges. One of the media that supports Villa Melayang's promotional activities can be found in the following image (Davout, 2014).

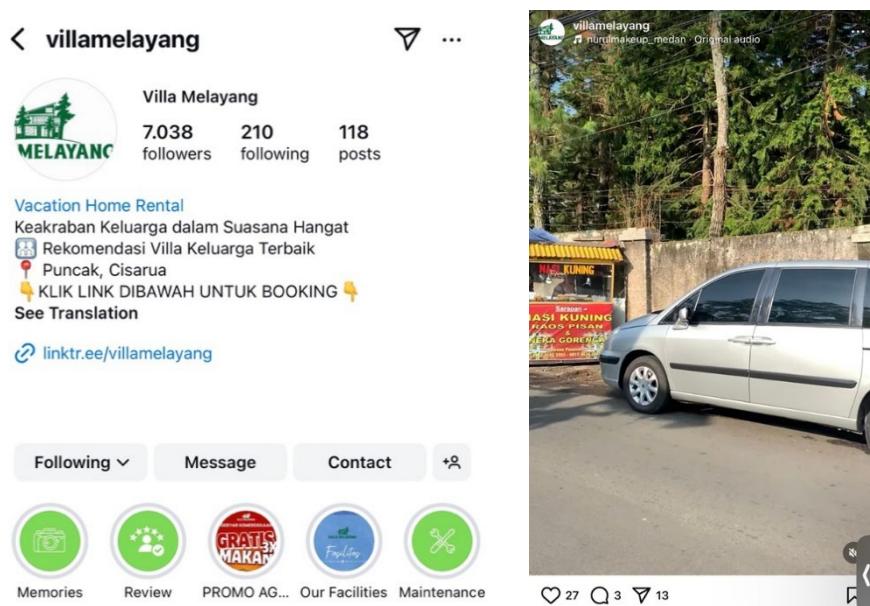


Figure 3. Instagram Profile

Villa Melayang's Instagram profile shows it has used Instagram features as promotional media. Villa Melayang is attractive in concept, which differs from other villas. Based on posts on Instagram, the number of likes and comments is still relatively small. So there is a lack of interaction between account owners and followers. Based on several previous presentations about Villa Melayang that the researcher made, the researcher found several problems related to social media promotion in Villa Melayang that could affect the guests' decision to stay.

II. Literature Review and Hypothesis Development

2.1. Social Media

Social media can influence marketing strategies in several ways. For example, social media can help formulate a marketing strategy that expands its geographic reach, due to its power to increase connections and provide two-way conversations (Li et al., 2023). Instagram is one of the social media platforms that companies can utilize to disseminate information. This platform allows integration with other social media accounts, such as Twitter and Facebook, so that one post on Instagram can be automatically shared to other platforms. In addition, hashtags in each post function like keywords in a search engine. The function of



hashtags on Instagram is similar to that on Twitter, which makes it easier for users to access or browse specific topics directly. Using relevant and popular hashtags can increase the information distribution reach of the content, while creating unique hashtags can also strengthen the identity of the content. Therefore, properly including hashtags is an important strategy in accelerating the process of information dissemination on Instagram (Mahmudah & Rahayu, 2020).

2.3. Villa

A villa is a residential property primarily intended for vacation, typically in scenic locations such as mountainous regions or coastal areas. Villas often have upscale amenities, including private swimming pools and spacious open areas. They can be categorized into various types, such as private villas used exclusively for personal retreats and resorts, which are commercially operated and offer comprehensive guest services. Key features of villas include distinctive architectural styles, strategically chosen locations, and facilities designed to maximize comfort, often supported by professional staff. Compared to conventional residential homes, villas offer greater value in aesthetic design, location exclusivity, symbolic representation of social status, and overall luxury, making them a preferred option for those seeking a refined and exclusive holiday experience.

2.4. Purchase Decision

A purchase decision refers to the process by which consumers decide whether to buy a product or service after going through several stages, including identifying their needs, searching for information, evaluating alternatives, purchasing, and engaging in post-purchase behavior (Fitriasari et al., 2025). In the current digital era, social media plays a crucial role in influencing purchasing decisions, as consumers often rely on reviews and recommendations from influencers before purchasing (Hasan & Sohail, 2021). Consumers make purchasing decisions when faced with choices to fulfill their various wants and needs (Yuliani, 2021).

2.5. Advertising

Advertising is a mass communication process that involves the sponsor, where advertisers pay for mass media services to air their advertisements. One example is the airing of advertisements through television broadcast programs (Sastika, 2018). Advertising has undergone substantial changes in the modern era, directly affecting how companies interact with consumers. Along with technological advancements, the personalization aspect and the utilization of big data have become key elements in improving the efficiency and effectiveness of digital advertising strategies (Prihatiningsih et al., 2025).

2.5 Research Framework

The frame of thought is a basis of thought that contains a combination of theory, facts, observations, and literature studies, which will be used as the basis for research (Syahputri et al., 2023). The frame of thought explains the relationship pattern between the variables to be studied, namely the relationship between independent variables (X) and dependent variables (Y). In this study, the independent variable that we wanted to study was Instagram ads. The dependent variable studied was the purchase decision (Y). The subject of his research is Instagram.

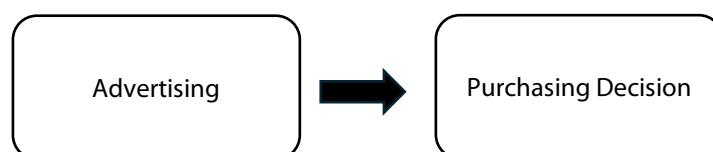


Figure 1. Research Framework

H1: Advertising has a significant positive influence on purchasing decisions at Villa Melayang

III. **Research Method**

This study adopts a quantitative approach due to its capacity to generate objective, measurable, and reliable data, essential for testing hypotheses concerning the impact of Instagram advertising on villa sales and consumer purchase intention. This method facilitates the collection and analysis of numerical data by employing statistical techniques, enabling researchers to identify trends and relationships among variables. Moreover, quantitative research findings generally apply to a broader population, unlike qualitative data, which is typically context-specific and limited in scope. According to (Komara et al., 2022, p. 3), quantitative research is a method to test specific theories by examining the relationships between variables. These variables are usually measured with research instruments so that data consisting of numbers can be analyzed based on statistical procedures.

Daniar Paramita (2015) A sample is a subset of the population, consisting of several members. This subset is taken because researchers often find it impossible to examine the entire population. When the population in the study is enormous and does not allow the researcher to study all the elements, mainly due to limited funds, energy, and time, then the researcher can use a sample that represents the population. To calculate the sample, the researcher used the Søvin formula as follows:

$$n = \frac{N}{1 + N (e)^2}$$

Information:

n: Number of samples

N: Total population

e: Error Rate

In the Slovin formula, there are the following provisions:

Value of e = 0.1 (10%) for a large population.

Value of e = 0.20 (20%) for a small population.

The sample range that can be taken from the Slovin technique is between 10% and 20% of the research population. The total population in this study amounted to 7,000 followers, so the level of leeway used was 95%. The sample calculation results were then rounded to meet the analysis needs.

$$n = \frac{7.000}{1 + 7.000 (0.1)^2}$$
$$n = 98.5915493$$

From the calculation results using the Slovin formula, a sample size of 98 respondents was obtained, but then rounded up to 100 respondents to facilitate analysis. Data collection was carried out by distributing questionnaires online to respondents. The questionnaire is the main instrument used to obtain data regarding the influence of Instagram advertising on customer decisions regarding renting Villa Melayang. Each variable in this study is measured through specific indicators, and all statements in the questionnaire are arranged using a Likert scale to determine the level of respondent agreement and are assessed based on predetermined indicators. The questionnaire link was distributed to followers of the Villa Melayang Instagram account who had previously stayed.



3.1 Validity Test Results

The results of the validity analysis distributed to 100 respondents for each item contained in the attachment above are summarized as follows:

Table 1. Validity Test Items (X) and (Y)

Question item	Calculated r-value	Table r-value/ limit value	Status
Advertisement (X)			
1	0,646	0,195	Valid
2	0,745	0,195	Valid
3	0,655	0,195	Valid
4	0,623	0,195	Valid
5	0,499	0,195	Valid
6	0,656	0,195	Valid
7	0,754	0,195	Valid
8	0,628	0,195	Valid
Purchase Decision (Y)			
9	0,640	0,195	Valid
10	0,433	0,195	Valid
11	0,641	0,195	Valid
12	0,577	0,195	Valid
13	0,586	0,195	Valid

Table 1 shows that the correlation value between point 1 and the total score is 0.646, between point 2 and the total score is 0.745, and so on. From these results, it can be concluded that all 13 questions tested have met the validity criteria.

3.2. Reliability Test Results

A measurement instrument can be reliable if it can produce consistent results when used to measure a symptom at different times. In this study, the reliability test method used is Cronbach's Alpha by utilizing the SPSS 26 for Mac program. The results of the reliability test for the variables in this study can be seen in the following table:

Table 2. Cronbach's Alpha Values of Independent (X) and Dependent (Y) Variables

Variable	Cronbach's Alpha	Limit Value	Status
Advertisement (X)	0,830	0,6	Reliable
Purchase Decision (Y)	0,642	0,6	Reliable

Based on the data in Table 2, all question items on the independent and dependent variables are declared reliable, because they have a reliability value above 0.6. This adequate level of reliability also strengthens the validity of the research results, considering that reliable instruments tend to produce accurate and consistent data. Therefore, data that has met the reliability test is suitable for further analysis to conclude the factors influencing villa sales. Future research should explore the relationship between these variables more deeply, especially regarding consumer satisfaction and decisions.

3.3. Correlation Test Results

Correlation analysis was carried out to measure the relationship between the variables studied: advertising on Instagram social media, and the purchase decision to rent a villa. To facilitate the data processing process, the researcher uses the SPSS program. The results of this test can be seen as follows:



Table 3. Correlations Test Results

		Correlations	
		Advertisement	Buying decision
Advertisement	Pearson Correlation	1	.735**
	Sig. (2-tailed)		.000
	N	100	100
Buying decision	Pearson Correlation	.735**	1
	Sig. (2-tailed)	.000	
	N	100	100

From the output table above, it can be seen that the correlation analysis carried out between advertising on Instagram and the purchase decision of the Villa Melayang shows a positive and significant relationship, with a Pearson correlation coefficient value of 0.735. This indicates that the more effective the ads shown on Instagram, the more likely respondents are to decide to purchase the villa. In addition, the significance value obtained was 0.000, which indicates that this correlation did not occur by chance and was very significant at a 95% confidence level. Thus, it is concluded that this relationship confirms the importance of social media advertising strategies in influencing consumer behavior.

IV. Results and Discussion

The results of this study reveal the significant impact of advertising on consumer behavior, especially in the context of e-commerce and the villa rental market. The influence of an effectively designed advertising campaign can be categorized into several key factors, namely:

4.1. Motivation to Purchase

Advertising plays an effective role in attracting the attention of potential consumers, arousing curiosity, and increasing emotional engagement. For example, targeted advertisements that showcase the luxurious facilities and panoramic beauty of Villa Melayang can foster a strong desire and sense of urgency among audiences.

4.2. Emotional Attachment

Emotional advertising influences consumers' emotions and encourages them to purchase products (Putri et al., 2024). A case study conducted through the Google Maps platform on Villa Melayang shows that a marketing campaign that emphasizes the narrative of a unique stay experience can increase the number of bookings. This is due to the emergence of consumers' emotional attachment to the brand and services conveyed through the story.

4.3. Visual Appeal

Advertising appeal is the most effective method companies use to convey product information to their targeted customers (Euis Tati Haryani et al., 2023). Bright images, creative concepts, and aesthetically pleasing layouts make ads more memorable and have the potential to be shared widely by the audience.

V. Conclusion

Based on the research results and discussion on the analysis of Instagram advertising on purchasing decisions for Villa Melayang. It can be said that the perception of Villa Melayang advertisements greatly influences purchasing decisions because the results of the correlation analysis show a positive relationship, with a Pearson correlation coefficient value of 0.735. This shows that well-designed advertisements can encourage consumer motivation and increase their interest in renting a villa. The findings also indicate that Instagram is one of the most effective platforms for accessing and considering the choice of products or services offered online.



In the analysis of the Villa Melayang ad on Instagram, it can be said that the ad manages to attract the audience's attention through a combination of attractive visual elements, concept creativity, and interaction that invites user engagement. Audience engagement through comments and sharing experiences shows that these ads can build an emotional connection with the target market. Overall, Villa Melayang ads have managed to attract attention in building a positive image that can encourage interest in visiting Villa Melayang, thus showing the effectiveness of the marketing strategy implemented and the potential to increase the rate of visits.

Based on the findings of this research, several recommendations can be put forward for both business practitioners and future researchers. For companies, it is advisable to engage in strategic collaborations with influencers to enhance brand awareness. By promoting Villa Melayang to their followers, influencers can expand the property's visibility and provide valuable feedback, suggestions, and creative ideas. Additionally, companies should leverage analytics tools to identify potential customers who show high interest in the property. This data-driven approach will allow for more targeted and effective marketing efforts. Moreover, enhancing the content strategy to align more closely with the interests and preferences of the target audience is essential. For example, revitalizing content that highlights unique and attractive aspects of Villa Melayang—such as captivating visuals, storytelling, or cultural references—can significantly boost engagement. This study aims to serve as a valuable reference for future researchers, particularly for students and academics interested in marketing management. The insights presented here will inspire further research on similar topics and contribute to a deeper understanding of how social media platforms, especially Instagram, can be strategically utilized as practical marketing tools in the hospitality sector.

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