

The Influence of Promotional Activities via Instagram Application Utilising Multiple Image & Video Post Features and Customer Testimonials on Consumer Purchase Decisions

Kalvin Getianus Halawa¹ ✉

¹Departement of Management, Faculty of Economics, Universitas Nias

Abstract

This study aims to analyze the influence of promotions through the Instagram application with multiple image & video posts and customer testimonials on consumer purchasing decisions. The growth of internet and social media usage in Indonesia has changed marketing patterns and consumer behavior, with Instagram becoming the dominant platform in digital marketing strategies. The diverse visual content through the multiple image & video posts feature allows marketers to present product information more comprehensively, while customer testimonials serve as social proof that can build consumer trust. This study uses a quantitative methodology with a survey approach through questionnaires distributed to active Instagram users. Data analysis was conducted using multiple linear regression to test the simultaneous and partial effects of the two independent variables on purchase decisions. The results indicate that Instagram promotions with multiple image and video posts have a positive and significant impact on purchase decisions. Similarly, customer testimonials are proven to have a significant influence on consumer purchase decisions. Simultaneously, both variables contribute substantially to explaining variations in consumer purchasing decisions. These findings confirm the importance of integrating visually appealing content strategies with authentic customer testimonials in digital marketing to enhance promotional effectiveness and drive consumer purchasing decisions.

Kata Kunci: *Instagram marketing, multiple image & video posts, customer testimonials, purchasing decisions, digital marketing*

Copyright (c) 2025 Halawa

✉ Corresponding author : kalvinhalawa93@gmail.com¹

INTRODUCTION

Society has become increasingly cognisant of technological developments, particularly in the telecommunications sector. Through technology, communication that was previously constrained by distance and location can now be conducted effortlessly. Furthermore, social media platforms such as Instagram continue to evolve. Instagram can be utilised for various purposes, including demonstrating one's presence, seeking information, or communicating with family members. Currently, social media and the internet have become integral components of daily life, employed for diverse purposes by both individuals and business practitioners. Previously, economic activities, particularly commercial transactions, could only be conducted directly, via telephone, or through postal services, which frequently consumed considerable time and effort. However, with the advancement of internet technology and the development of social media, transactional methods have transformed to

become more convenient and expeditious as they are conducted online. This eliminates numerous obstacles previously encountered, such as distance, time, and limited access. Additionally, social media provides platforms that enable business practitioners to promote their products extensively and interact directly with customers, thereby enhancing efficiency and effectiveness in business operations. Consequently, the internet and social media not only facilitate communication but also create new opportunities in the rapidly expanding digital economy sector (Larasati et al., 2024). According to data from We Are Social (2023) internet usage in Indonesia continues to experience significant growth annually. Based on the Digital 2023 Indonesia report, in January 2023, the number of internet users in Indonesia reached 213 million people, representing approximately 77% of the total population of 276.4 million inhabitants. This figure demonstrates a 5.44% increase compared to the previous year, where in January 2022, the number of internet users in Indonesia was 202 million people.

Examining the trend over the past decade, the increase in internet users has been remarkably rapid. In 2013, internet users in Indonesia only reached 70.5 million people. This indicates that over the past ten years, there has been an addition of more than 142 million new users. The highest growth in internet users occurred in 2016, with an increase reaching 50.16% compared to the previous year. Meanwhile, the slowest growth occurred in 2022, which only increased by 0.5%. Furthermore, Indonesian citizens use the internet for an average of 7 hours and 42 minutes daily, with nearly all internet users (98.3%) accessing the internet through mobile devices. Despite the rapid growth of internet users, significant challenges remain regarding digital access equity. Until early 2023, approximately 63.5 million Indonesian residents remained unconnected to the internet. This figure places Indonesia in eighth position globally as the country with the highest number of unconnected residents. Therefore, although internet penetration in Indonesia continues to increase, efforts to expand access and digital literacy remain crucial tasks to ensure that all segments of society can experience the benefits of information technology advancement. Social media can facilitate business interactions by enhancing communication between customers and sellers. For instance, chat features on many social media platforms now enable buyers and sellers to communicate more easily, allowing customers to shop more conveniently. With more sophisticated technology, sellers can also create more targeted and appropriate advertisements (W. R. Harahap & Amali, 2022).

Instagram's capability to reach extensive and diverse audiences through interactive features such as Instagram Stories and Instagram Ads has established it as one of the most favoured and successful social media platforms for digital marketing. These features enable users and business practitioners to communicate directly, share engaging content, and target audiences more precisely according to their interests and needs. With advanced algorithmic support, Instagram can display relevant advertisements and content to users, thereby increasing the likelihood of successful marketing campaigns. Additionally, the utilisation of attractive visual materials such as photographs and videos makes marketing messages more easily accepted and remembered by consumers. Due to these advantages, Instagram has become the primary choice for many companies in building brands and increasing sales effectively in today's digital era (Udayana, 2024).

A company's credibility can be enhanced through customer testimonials.

Testimonials represent genuine opinions or experiences from individuals who have tried our products or services. With testimonials, potential customers will feel more confident in making purchases, thereby increasing company revenue. Furthermore, testimonials can demonstrate whether the products we offer are genuinely beneficial. It is essential to ensure that content shared on social media benefits many people, not merely specific groups. Consequently, more people will trust and become interested in our products (Ma'ruf, 2024). Currently, customers can easily search for information about products from various internet sources. They can read reviews and testimonials from people who have previously purchased or used those products. These reviews and testimonials significantly assist potential buyers as they can provide insights into product quality and others' experiences when using them. Thus, potential customers can be more confident and decisive in selecting products they wish to purchase (L. M. Harahap et al., 2024)

The convenience of online shopping significantly influences consumer decisions in purchasing products. With rapid and practical access, consumers can easily search, compare, and select goods or services they need without having to visit physical stores. This product selection process involves several steps undertaken by customers, such as seeking information, comparing prices, reading reviews, and considering their needs. After completing these stages, customers ultimately make decisions to purchase specific goods or services. Therefore, online shopping convenience assists consumers in every decision-making step before purchasing (Beryl Asiah & Manap, 2024)

Previous research by Gusria Apriyanti & Busyra (2023) revealed that digital marketing influences how customers of Waroeng Pak Muh Cijantung branch purchase products. This is important to understand because social media platforms, such as Instagram, are now extensively used for promotion and customer communication. Therefore, they aimed to determine whether Waroeng Pak Muh's presence and activities on Instagram genuinely influence increased customer purchase decisions. Another study by Octaviana et al (2024) revealed that Instagram is an extremely popular and influential platform for product marketing, leading many business practitioners to utilise it. Consequently, they sought to study in greater detail how Springshop_Plw implements their content marketing strategy on Instagram. The researchers also aimed to determine the extent to which their Instagram utilisation successfully increases brand awareness among consumers. From previous research, Springshop_Plw's Instagram content marketing strategy proved effective in enhancing brand awareness and transforming audiences who were initially unfamiliar into those more familiar with their products. This is reinforced by Mario (2024) in his research demonstrating that online stores and e-commerce are increasingly prevalent, with many consumers interested in second-hand goods. Therefore, this research aims to understand how the marketing communication strategy implemented by the online store Adamasanya on Instagram and TikTok, focusing on testimonials and video reviews, can attract consumer purchasing interest.

The researcher seeks to investigate the influence of promotion through Instagram with Multiple Image & Video Posts features and customer testimonials on purchase decisions, which is significant for several reasons:

1. **The Role of Social Media in Modern Marketing**

Instagram is one of the most popular social media platforms, with millions of

active users daily. Understanding the effectiveness of marketing strategies on this platform can assist businesses in enhancing customer engagement.

2. **Increasingly Dominant Visual Marketing**

Visual content—particularly images and videos—influences how consumers respond to products. With Multiple Image & Video Posts features, businesses can convey more comprehensive information and attract consumer attention more effectively compared to using only single images or text.

3. **Testimonials as Trust Factors**

Customer reviews and testimonials play significant roles in purchase decisions. Buyers tend to trust others' experiences more than mere brand claims. This study can reveal the extent of testimonials' impact in building trust and encouraging purchase decisions.

4. **Implications for Digital Marketing Strategies**

The results of this research can provide insights for companies in developing more effective marketing strategies, particularly for businesses operating digitally and depending on Instagram as their primary channel.

5. **Changes in Consumption Patterns and Digital Trends**

With increasing digital content consumption, purchase decision patterns are also experiencing changes. This study can help understand how these trends develop and how businesses can adapt accordingly.

METHODOLOGY

Research Design

This research employs quantitative methodology, which is based on positivism, aimed at testing hypotheses using numerical data. This approach was selected to examine the influence of Instagram promotion with multiple image & video posts features and customer testimonials on purchasing decisions (Sembiring et al., 2024).

Data Collection Instruments

Data were collected using questionnaires comprising closed-ended questions with Likert scales to measure respondent responses systematically. These questionnaires will be tested for validity and reliability to ensure high-quality data acquisition (Sembiring et al., 2024).

Population and Sample

The population consists of all Instagram users who have viewed product promotions and testimonials and made purchases subsequently. Samples were selected using purposive sampling technique based on criteria of active Instagram users who have viewed promotions and testimonials and made purchases (Sembiring et al., 2024). The sample size in this research is 77 individuals.

Data Analysis Methods

Prior to main analysis, validity testing using Pearson correlation and reliability testing using Cronbach's Alpha were conducted to ensure instrument accuracy and consistency (Siahaan, 2023). Subsequently, classical assumption tests such as normality tests (e.g., Kolmogorov-Smirnov) were performed as prerequisites for regression analysis (Siahaan, 2023). The main analysis employed multiple linear regression to

examine simultaneous and partial influences of Instagram promotion and testimonial variables on purchasing decisions (Siahaan, 2023). Hypothesis testing was conducted by comparing significance values (p-values) with established significance levels (Siahaan, 2023).

RESULTS AND DISCUSSION

Result

Validity and Reliability Test Results

The following table presents the validity test results for each variable's instrument as well as the reliability testing of each variable's instrument to determine the validity and reliability of the instruments employed by the researcher in conducting this study:

Table 1 : Validity and Reliability Test Results

Variable	Number of Statements	Validity Coefficient (r)	Cronbach's Alpha
Promotion Through Instagram Application with Multiple Image & Video Posts Feature	20	0.568	0.889
Customer Testimonials	20	0.527	0.856
Purchase Decision	20	0.495	0.830

The results above demonstrate that all three variables tested for validity and reliability of instruments to be utilised in this research show that the calculated r-value > r-table value of 0.224, and the instrument reliability can be observed from the Cronbach's Alpha score > 0.60, indicating that the research instruments for all three variables are valid and reliable.

Normality Test

The normality test was conducted to examine whether the collected data follows a normal distribution, which is essential before performing parametric testing. The normality test results are presented in the following table:

Table 2 : Normality Test Result

Variable	Kolmogorov-Smirnov		
	Statistic	df	Sig.
Promotion Through Instagram Application with Multiple Image & Video Posts Feature	0.045	77	0.200
Customer Testimonials	0.081	77	0.200
Purchase Decision	0.085	77	0.200

The normality test results using the Kolmogorov-Smirnov test demonstrate significance values > 0.05, indicating that the data collected by the researcher follows a normal distribution and parametric testing can be conducted.

T-Test Results

In the t-value testing, the researcher's examination yielded scores significantly higher than the t-table value, enabling hypothesis testing to be performed. The following table displays the t-test results for the variables Promotion Through Instagram Application with Multiple Image & Video Posts Feature and Customer Testimonials:

Table 3 : T-Test Result

Variable	Unstandardised Coefficients	Std. Error	Standardised Coefficients	t	Sig.
	B		Beta		
Promotion Through Instagram Application with Multiple Image & Video Posts Feature	0.401	0.403	0.593	9.328	0.000
Customer Testimonials	0.685	0.066	0.662	10.423	0.000

Based on the t-test results, the Promotion Through Instagram Application with Multiple Image & Video Posts Feature variable yielded a calculated t-value = 9.328 > t-table = 1.665 with a significance value of 0.000 < 0.05, indicating that Promotion Through Instagram Application with Multiple Image & Video Posts Feature significantly influences Purchase Decision. Meanwhile, the Customer Testimonials variable produced a calculated t-value = 10.423 > t-table = 1.665 with a significance value of 0.000 < 0.05, demonstrating that Customer Testimonials significantly influence Purchase Decision.

F-Test Results

The F-test examines the simultaneous influence of all independent factors on the dependent variable. This test is also known as the ANOVA test or simultaneous test, and is used to assess the significance of the regression model developed.

Table 4 : F-Test Result

	Sum of Squares	df	Mean Square	F	Sig.
Regression	2035.632	2	1017.816	88.272	0.000
Residual	853.251	74	11.530		
Total	2888.883	76			

Based on the F-test results, the variables Promotion Through Instagram Application with Multiple Image & Video Posts Feature and Customer Testimonials contribute a calculated F-value = 88.272 > F-table = 3.120 with significance = 0.000. This indicates a simultaneous significant influence of Promotion Through Instagram Application with Multiple Image & Video Posts Feature and Customer Testimonials on Purchase Decision.

Determination Test (R²)

Through this test, the researcher can determine the extent of influence between the independent variables and the dependent variable. A higher R² score indicates

improved predictive capability of the proposed research model. The coefficient of determination (R^2) test is utilised to ascertain the percentage of influence of both variables.

Table 5 : Determination Test (R^2) Result

Variable	R	R^2	Adjusted R^2	Std. Error of the Estimate
Promotion Through Instagram Application with Multiple Image & Video Posts Feature and Customer Testimonials	0.839	0.705	0.697	3.39565

Promotion through Instagram application with multiple image & video posts feature and customer testimonials demonstrably influence the dependent variable by 70.5% based on the R^2 value. This indicates that 70.5% of the variation in the dependent variable can be explained by this promotion strategy, whilst the remaining 29.5% is influenced by other factors outside the model. The correlation value of 0.839 indicates a very strong relationship between Instagram promotion and the dependent variable, with an average prediction error rate of 3.39565.

The Influence of Promotion Through Instagram Application with Multiple Image & Video Posts Feature on Purchase Decision

Visual content is paramount in online promotional strategies and confirms that specific features within social media platforms, such as multiple image & video posts, play a strategic role in enhancing promotional effectiveness. This demonstrates the necessity for developing more specific and contextual digital marketing theories that align with the characteristics of each platform (Sugiarti & Saroyo, 2024). Furthermore, consistency in visual content quality serves as the cornerstone of successful Instagram promotional strategies, where high-quality and consistent content can enhance brand awareness and engagement, ultimately impacting purchase decisions. These findings emphasize that visual strategies must be integrated with other marketing elements to achieve maximum effectiveness (Firmansyah et al., 2025).

Based on the statistical analysis conducted, it has been proven that promotion through Instagram application with multiple image & video posts feature has a significant influence on purchase decisions. The t-test results demonstrate a calculated t-value of 9.328, which exceeds the table t-value of 1.665, with a significance level of $0.000 < 0.05$. These findings confirm the research hypothesis that Instagram promotion with multiple image & video posts feature has a positive and significant effect on consumer purchase decisions.

These research results support the findings of Arifin et al (2022), who investigated the influence of Instagram promotion on domestic millennial tourist visit decisions. The similarity in results indicates that the Instagram platform possesses consistent persuasive power in influencing consumer behavior, both in tourism contexts and general product purchases. Instagram, as a visual medium, possesses unique capabilities in delivering promotional messages that are more attractive and engaging compared to conventional media. These findings also align with the research conducted by Octaviana et al (2024), which examined the role of Instagram content marketing as a strategy for developing brand awareness. The multiple image & video

posts feature enables marketers to present more comprehensive and diverse content, thereby enhancing brand awareness that ultimately drives purchase decisions. Varied visual content through combinations of images and videos provides a more immersive experience for audiences. Rachmaniar et al (2023), in their research on the influence of digital advertisement design quality on online food product purchase decisions, also support these findings. Visual quality enhanced through multiple image & video posts feature can increase product attractiveness and influence consumer perceptions of product quality, subsequently impacting purchase decisions.

This research demonstrates that Instagram promotion utilizing simultaneous image and video upload features has a substantial influence on consumer decisions to purchase products. This is supported by previous research and can be explained by the fact that attractive visual content makes consumers more interested and confident in products. These findings are significant for business practitioners as they indicate that leveraging these features in digital marketing strategies can enhance promotional effectiveness and contribute to increased sales in the modern marketing era.

The Influence of Customer Testimonials on Purchase Decisions

Customer testimonials constitute one form of marketing communication that possesses high persuasive power in influencing consumer purchase decisions. Testimonials can be defined as statements or reviews provided by customers who have used products or services, which are subsequently shared with other potential consumers as recommendations or authentic experiences. In the context of digital marketing, testimonials become particularly important as they can build trust and credibility for products in the eyes of potential consumers (Irhamni & Arifin, 2021). The presence of authentic and positive testimonials can reduce consumer risk perception regarding products to be purchased, particularly in online purchasing where consumers cannot physically touch or experience products directly. From a consumer behavior perspective, customer testimonials function as social proof that can influence the purchase decision-making process. Consumers tend to seek information from others' experiences before making purchases, especially for products they have never purchased before. Credible testimonials can enhance consumer trust in product quality and reduce uncertainty in the purchasing process (Batu Bara et al., 2024). In the current digital era, testimonials are not limited to text but can also include photos, videos, or ratings that can be easily accessed through various e-commerce platforms and social media, thereby strengthening their influence on consumer purchase decisions.

The t-test results conducted on the Customer Testimonials variable show a calculated t-value of 10.423, which is significantly greater than the table t-value of 1.665. Additionally, the significance value (sig.) obtained is 0.000, which falls below the significant threshold of 0.05. This indicates that there is a significant influence between Customer Testimonials on Purchase Decisions. In other words, Customer Testimonials play an important role and contribute positively to influencing consumers in making purchase decisions for offered products or services. These findings confirm that reviews and experiences shared by previous customers can serve as strong determining factors in the consumer decision-making process.

Research conducted by Ma'ruf, (2024) on "The Influence of Testimonials and Price on Purchase Decisions at Vhaa_Onlshop Store in Sampit" also found that

testimonials significantly influence consumer purchase decisions. The research results demonstrate that positive and credible testimonials can enhance consumer trust and encourage them to make purchases. Consistent with these findings, research by L. M. Harahap et al (2024) entitled "The Influence of Consumer Testimonials on Purchase Decisions in Bukalapak E-Commerce" also confirms the positive influence of testimonials on purchase decisions in e-commerce contexts. This research shows that consumer testimonials become important factors in influencing online purchase decisions, where consumers heavily rely on experiences and assessments from other consumers before conducting transactions. Furthermore, research by Bukran et al (2024) on "The Impact of Testimonials on Shopping Decisions Among Shopee Application Users in Mataram City" also reinforces findings that testimonials have significant impact on consumer shopping decisions, particularly in e-commerce platforms that rely on consumer trust.

These findings demonstrate that customer testimonials function as social proof that helps reduce consumer fear or hesitation when purchasing products. Testimonials increase consumer confidence because they observe authentic experiences from others who have already used the products. In digital marketing, testimonials are crucial as they can influence potential buyers by providing direct information about product quality and benefits from actual users. Therefore, companies must pay attention to and manage customer testimonials effectively as part of their marketing strategy to increase sales and maintain consumer trust.

The Influence of Promotion Through Instagram Application with Multiple Image & Video Posts Feature and Customer Testimonials on Purchase Decisions

In the current digital marketing era, Instagram has become one of the most effective social media platforms for product promotion, particularly with multiple image and video posts features that enable marketers to present more attractive and informative content. Promotion through Instagram with multiple image and video posts features provides opportunities for brands to showcase products from various perspectives, demonstrate usage processes, and provide more comprehensive information to potential consumers (Setiawan & Irawati, 2023). This feature allows consumers to obtain clearer and more detailed product representations, which ultimately can influence their purchase decisions. Additionally, attractive visual content can increase engagement and interaction with audiences, thereby strengthening brand awareness and encouraging purchase actions. Customer testimonials, on the other hand, represent a form of word-of-mouth communication that is extremely powerful in influencing consumer purchase decisions. Testimonials function as social proof that can reduce consumer risk perception and increase trust in products or services (Wulandari et al., 2024). When Instagram promotion is combined with authentic customer testimonials, this creates a powerful synergy in digital marketing strategies. Modern consumers tend to trust experiences and recommendations from other consumers more than conventional advertisements. The combination of attractive visual content on Instagram and credible testimonials can create greater persuasive impact, where potential consumers not only view promoted products but also receive validation from previous consumer experiences (Muzdalifah & Ilmiah, 2020).

Based on the F-test results, the variables Promotion Through Instagram

Application with Multiple Image & Video Posts Feature and Customer Testimonials contribute an F-calculated value of 88.272 > F-table value of 3.120 with sig 0.000. This indicates that there is a simultaneous influence of Promotion Through Instagram Application with Multiple Image & Video Posts Feature and Customer Testimonials on Purchase Decisions. Promotion through Instagram application with multiple image & video posts feature and customer testimonials is proven to influence the dependent variable by 70.5% based on the R² value. This demonstrates that 70.5% of variation in the dependent variable can be explained by such promotion, while the remaining 29.5% is influenced by other factors outside the model. The correlation value of 0.839 indicates a very strong relationship between Instagram promotion and the dependent variable, with an average prediction error rate of 3.39565.

These research findings are consistent with several previous studies that demonstrate significant influence of Instagram promotion and testimonials on consumer purchase decisions. Research conducted by (Arifin et al., 2022) on "The Influence of Instagram Promotion on Domestic Millennial Tourist Visit Decisions to Curug Cihayang Bogor" found that promotion through Instagram significantly influences consumer decisions. The research results show that attractive visual content on Instagram can increase interest and encourage consumer actions to make visit or purchase decisions. Consistent with these findings, research by W. R. Harahap & Amali (2022) entitled "The Influence of Instagram Marketing on Jogjasoftlens Purchase Decisions" also confirms the positive influence of Instagram promotion on purchase decisions. This research demonstrates that effective marketing strategies through Instagram can enhance brand awareness and encourage consumers to make purchases. Meanwhile, from the customer testimonials perspective, research by Ma'ruf (2024) on "The Influence of Testimonials and Price on Purchase Decisions at Vhaa_Onlshop Store in Sampit" and research by L. M. Harahap et al (2024) on "The Influence of Consumer Testimonials on Purchase Decisions in Bukalapak E-Commerce" also strengthen findings that testimonials have significant impact on consumer purchase decisions. Research by Mario (2024) entitled "Consumer Interest Through Testimonials and Video Reviews on Instagram and TikTok Social Media @adamasanya" provides an interesting perspective on the combination of testimonials with visual content on social media. This research shows that testimonials presented in video review formats on social media platforms can increase consumer interest and influence their purchase decisions. These findings support research results indicating that the combination of Instagram promotion with customer testimonials can create stronger synergistic effects in influencing consumer purchase decisions.

These findings demonstrate that in the current digital marketing era, the combination of attractive visual content on Instagram and credible customer testimonials is extremely powerful for marketing strategies. Companies should integrate both elements in their digital marketing approach. For instance, by utilizing Instagram features such as multiple images and videos to attract attention and provide product information, while customer testimonials function as authentic proof that increases consumer confidence to purchase. This marketing approach that combines attractive visuals with testimonials proves highly effective in influencing consumer decisions in the digital age.

CONCLUSION

Instagram promotion utilizing image and video features has been demonstrated to exert a significantly positive influence on consumer purchasing decisions. Furthermore, customer testimonials also provide a substantial and significant impact in influencing purchasing decisions. When Instagram promotion and customer testimonials are combined, both collectively demonstrate a highly significant influence on consumer purchasing decisions. These two variables are capable of explaining approximately 70.5% of the variation in purchasing decisions, whilst the remainder is influenced by other factors beyond the scope of this research. Additionally, the measurement instruments employed in this study have proven to be both valid and reliable.

References :

- Arifin, E., Sudana, I. P., & Sagita, P. A. W. (2022). The influence of Instagram promotion on domestic millennial tourists' decision to visit Curug Ciherang Bogor. *Journal of IPTA (Travel Industry)*, 10(1), 2338–8633.
- Batu Bara, S. A. Z., Trinita, D., Hidayati, N., & Nst, Y. S. J. (2024). The influence of testimonials on purchasing decisions in TikTok Shop. *Journal of Accounting Science Gems*, 3(1), 293–297. <https://doi.org/10.55606/jumia.v3i1.3581>
- Beryl Asiah, R., & Manap, A. (2024). The influence of Instagram social media promotion and product quality on online purchasing decisions in Shopee e-commerce. *Abdul Manap INNOVATIVE: Journal of Social Science Research*, 4, 6753–6766.
- Bukran, Ramdani, R., & Irzani, M. A. Z. (2024). The impact of testimonials on shopping decisions among Shopee application users in Mataram City. *Student Humanities Journal*, 4(3), 794–805.
- Firmansyah, Idayati, I., Rimbano, D., Arianti, N. D., Azzahrah, Sandra, U. D., & Samudera, R. A. (2025). The influence of pricing strategy, promotion, and product quality on consumer purchasing decisions in the digitalisation era. *Journal of Management Economics (JEKMa)*, 29(1), 98–112.
- Gusria Apriyanti, A., & Busyra, N. (2023). The influence of Instagram social media on purchasing decisions at Waroeng Pak Muh Cijantung. *JIMEA | Scientific Journal of MEA (Management, Economics, and Accounting)*, 7(2), 2023.
- Harahap, L. M., Khalista, N., Sari, S. M., Wiam, R., Ritonga, N., & Ginting, H. D. (2024). The influence of consumer testimonials on purchasing decisions in Bukalapak e-commerce. *Journal of Economic Change (JPE)*, 8(9), 32–35.
- Harahap, W. R., & Amali, M. T. (2022). The influence of Instagram marketing on purchasing decisions for Jogjasoftlens products. *Youth Communication Day*, 1(1), 97–106. <https://doi.org/10.12928/yacd.v1i1.12043>
- Irhamni, M., & Arifin, J. (2021). The influence of Instagram social media promotion on purchasing interest for office stationery and photography services at Aneka Foto Studio Tamiang Layang. *Journal of Public Administration and Business Administration*, 4(1), 241–257.
- Larasati, B. A. A., Selva, & Hafiz, A. (2024). Analysis of social media content quality on purchasing decisions: A case study on Instagram Olivia Inges. *Business Administration*, 4(2), 123–138.
- Mario, M. R. W. (2024). Consumer attraction through testimonials and video reviews

- on Instagram and TikTok social media @adamasanya. KAMPUS AKADEMIK PUBLISHING: Scientific Journal of Economics and Management, 2(7), 811-819. <https://doi.org/10.61722/jiem.v2i7.2284>
- Ma'ruf, A. (2024). The influence of testimonials and price on purchasing decisions at Vhaa_onlshop store in Sampit. *E-Journal Surplus (Journal of Management Science and Entrepreneurship)*, 4(1), 125-132.
- Muzdalifah, L., & Ilmiah, H. (2020). The influence of testimonials and Instagram attractiveness on purchasing decisions (Study on Lsinta Muslim Wedding). *Greenomika*, 2(2), 105-113. www.dewaweb.comtentang
- Octaviana, E., Zahara, Z., Ponirin, & Farid. (2024). The role of Instagram content marketing as a strategy to build brand awareness for Springshop_PLW business. *JIMEA | Scientific Journal of MEA (Management, Economics, and Accounting)*, 8(3), 1-17.
- Rachmaniar, A., Ningtyas, D., & Soegijanto. (2023). The influence of digital advertising design quality on online food product purchasing decisions. *National Seminar on Information Technology and Communication STI&K (SeNTIK)*, 7(1), 192-198.
- Sembiring, T. B., Irmawati, Sabir, M., & Tjahyadi, I. (2024). *Research methodology textbook (theory and practice) (1st ed., Vol. 1)*. CV Saba Jaya Publisher.
- Setiawan, D., & Irawati, Z. (2023). The influence of digital marketing strategy, price, and product quality on customer satisfaction at Mie Gacoan. *Journal of Business Economics Informatics*, 5(3), 657-663. <https://doi.org/10.37034/infeb.v5i3.517>
- Siahaan, E. (2023). *Research statistics (1st ed., Vol. 1)*. USU Press.
- Sugiarti, F., & Saroyo, ; (2024). The influence of Instagram social media promotion on consumer purchasing decisions at Bekacak food outlet Pandan Arum branch, Tabalong Regency. *Journal of Public Administration and Business Administration*, 7(2), 1937-1952.
- Udayana, P. S. N. (2024). The impact of marketing strategies on purchasing interest using Instagram social media: A literature review. *Journal of Culinary, Hospitality, Digital & Creative Arts and Event*, 2(1), 20-30.
- We Are Social. (2023). *Digital 2023: Indonesia*.
- Wulandari, W., Nurhayati, D., & Sobakh, N. (2024). The influence of testimonials and product quality on online purchasing through Shopee marketplace (Study on Economics Education programme students). *Management and Economics Balance*, 8(6), 1-12.