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## THE INFLUENCE OF CONTENT MARKETING ON INSTAGRAM ON INTEREST IN BUYING WEDDING PACKAGES AT W BALI SEMINYAK

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### **Abstract**

*Social media forums are communication tools used in the social process that can be accessed anywhere, anytime, and directly via the internet. One of the strengths of social media forums is their direct influence on the formation of consumer buying interest. W Bali-Seminyak is one of the companies engaged in the hospitality sector that also uses social media as a strategy to attract consumer interest. Although W Bali-Seminyak has used several social media forums as a means of building interaction with consumers, the selection of strategies in social media marketing forums with content marketing strategies is still rarely used. Based on this phenomenon, a study was conducted that aims to analyze the effect of content marketing on Instagram on the interest in buying wedding packages at W Bali-Seminyak. The analytical method used is descriptive quantitative analysis using validity test, reliability test, multiple linear regression analysis, t test, F test and coefficient of determination. The results of the study indicate that there is a positive influence between content marketing on the buying interest of prospective brides and grooms together at W Bali-Seminyak. owned by W Bali-Seminyak.*

**Keywords:** social media, instagram, content marketing, wedding package.

### **1. INTRODUCTION**

Social media forums are a communication tool used in the social process that can be accessed anywhere, anytime, and directly via the internet (Rosyadi, 2018; Amalia & Sagita, 2019). One of the strengths of social media forums is their direct influence on the formation of consumer buying interest. Factors that can influence the formation of buying interest consumers through social media forums are usability, website design, quality of information, trust and empathy (Ansari et al., 2019). By considering these factors companies can make the best use of social media forums as a means of promoting both products and services. Several companies ranging from banking to hospitality have utilized social media forums through content marketing strategies to brand their products or services by creating and modifying information messages from products or services in an interesting way to attract consumer interest. In social media marketing, content marketing plays an important role in branding a product or service (Yazgan Pektas & Hassan, 2020).

Content marketing is a strategy designed to attract new audiences with the aim of introducing a business (Vinerean, 2017; Agustina, 2020). Content is information that is created, posted, modified and shared on a website page such as social media (Twitter, Facebook, Instagram, etc.) which will attract consumer buying interest and create purchasing decisions about products or services (Araujo et al., 2017; Ho et al, 2020).

W Bali-Seminyak is a company operating in the hospitality sector that also utilizes social media as a marketing strategy. The social media used by W Bali-Seminyak to promote its business are Instagram, Facebook, Twitter, and YouTube. From several social media forums used by each hotel, currently marketing products through Instagram media has opportunities that can be said to be better when compared to several other social media, this is more because Instagram is one of the most actively popular social media. used among the public, especially the millennial generation. And this is also what each hotel also uses to further improve both in terms of brand, promotions, and other things that they have in the eyes of consumers.

Even though W Bali-Seminyak has used several social media forums as a means of building interaction with consumers, choosing strategies in social media marketing forums with content marketing strategies is still rarely used. This means that seeing this phenomenon, W Bali-Seminyak can utilize content marketing strategies through social media forums as a medium for conveying messages about their products or services. Image 1. provides an example of content marketing carried out by W Bali-Seminyak, especially in the wedding sector.



[Source: Autors, 2023]

Through videos or photos, W Bali-Seminyak can attract views, engagement and consumer buying interest. This means that by building a content marketing strategy through social media forums, W Bali-Seminyak can increase positive image, trust, easy to remember and purchase intentions for products or services owned by W Bali-Seminyak, especially in wedding services considering that W Bali-Seminyak is not yet well known. as a wedding venue. According to the Social Media Manager of W Bali-Seminyak, Mrs. Indra emphasized that uploading information about weddings on Instagram helps consumers to provide information that W Bali can also be used as an option for holding a wedding. Image 2. explains consumers' interest in holding a wedding. wedding at W Bali-Seminyak.



Image 2. Consumer Interest in W Bali-Seminyak  
[Source: Autors, 2023]

Judging from the phenomenon of the growth of social media forums and significant social media users, W Bali-Seminyak can use this opportunity to market its products or services and form purchasing interests. Based on the initial interview conducted with the Social Media Manager of W Bali-Seminyak, Mrs. Indra stated that there are approximately 20 to 25 people every week who are interested in having their wedding at W Bali-Seminyak.

## 2. RESEARCH METHODOLOGY

Based on its nature, the data used in this research is quantitative data, with a sampling technique using purposive sampling (Sugiyono, 2017: 85), namely in the form of the number of W Bali-Seminyak followers received per month. Sampling will be carried out via Direct Message by researchers randomly to ex-clients as end users based on the number of followers who follow W Bali-Seminyak. The population used in this research is all people who follow the social media owned by W Bali-Seminyak on Instagram. So, the calculated population in this study was 143,000 people. Sampling was calculated using the Slovin formula approach (Wirata, 2021). The total population is 143,000 people and the precision level is 10%, obtaining a minimum sample of 100 people as respondents. The Sampling of 100 respondents was carried out by collecting data via Instagram media. The questionnaires distributed correspond to positive and negative statements with one choice of ordinal data scale using a 5 Likert scale (Sugiono, 2017: 93)

## 3. RESULT AND DISCUSSIONS

### 3.1 Data Description

Research data was obtained through questionnaires distributed to respondents. Based on the calculations carried out, 100 respondents were determined to be the total number of research samples and classified into several characteristics. Of the total 100 respondents who filled out the questionnaire, 20 people (20%) were under 25 years old, 56 people (56%) were between 26 - 35 years old and followed by 24 people (24%) aged 36 - 45 years. If we look at gender, there are 50 people (50%) who are male and the remaining 50 people (50%) who are female. Based on their level of education, it is known that 33 people (33%) have a diploma, 42 people (42%) have a bachelor's degree, and 25 people (25%) have a postgraduate education. Prospective brides and grooms who want to get married at W Bali-Seminyak have varied types of work, it is known that as many as 35 people (35%) have jobs as businesspeople, another 20 people (20%) work as civil servants,

30 people (30%) work in company as private employees, and 15 people (15%) outside of that job.

**Validity test**

Validity testing was carried out using Pearson Product Moment correlation analysis between item scores and the total score formed to obtain the Pearson Correlation value. An item or indicator is said to be valid if the person correlation value (r) is greater than r table (N=100), namely 0.30 (Ghozali, 2018: 58) with a 2-sided test or with a significance level of 0.05. Validity testing was carried out with the help of the SPSS version 23 program as seen in Table 1

Table 1: Validity Test Results  
[Source: Research data, 2023]

No	Indicator	r count	r table N=100	Information
1	Educates			
	X1.1	0.810	0.30	Valid
	X1.2	0.843	0.30	Valid
2	Inform			
	X2.1	0.813	0.30	Valid
	X2.2	0.808	0.30	Valid
3	Entertains			
	X3.1	0.799	0.30	Valid
	X3.2	0.822	0.30	Valid
4	Creates Trust worthiness.			
	X4.1	0.804	0.30	Valid
	X4.2	0.813	0.30	Valid
5	Purchase Interest			
	Y1	0.546	0.30	Valid
	Y2	0.564	0.30	Valid
	Y3	0.569	0.30	Valid
	Y4	0.692	0.30	Valid
	Y5	0.670	0.30	Valid
	Y6	0.607	0.30	Valid
	Y7	0.427	0.30	Valid

Table 1 shows that all indicators used to measure the variables in this research have a correlation value greater than 0.30. These results show that all statement items are valid and can be used for further testing.

**Reliability Test**

Reliability testing using Cronbach's Alpha (a) is greater than 0.600, so the instrument is said to be reliable. The results of reliability testing can be seen in Table 2

Table 1: Reliability Test Results  
[Source: Research data, 2023]

Variable	Cronbach's Alpha	Reliability value	Information
Educates	0.636	0.600	Reliability
Inform	0.619	0.600	Reliability
Entertains	0.766	0.600	Reliability

Creates Trustworthiness Purchase Interest	0.653	0.600	Reliability
	0.802	0.600	Reliability

In Table 2, the results of the reliability test show that all variables have a large Alpha coefficient, namely above 0.600. So, it can be said that all measuring concepts for each variable in the questionnaire are reliable, which means that the questionnaire used in this research is a reliable or trustworthy questionnaire.

### 3.2 Discussions

#### Results of Multiple Regression Analysis

According to Riduwan (2014:43) regression is used to measure the relationship or influence between variables, both independent variables and dependent variables. The calculation of the results of the multiple linear regression analysis used in this research was obtained by applying the SPSS.23 program (Prayitno, 2016). Based on the results of calculating each independent variable on the dependent variable through the SPSS program, the results were obtained as shown in Table 3

Table 3: Results of Multiple Linear Regression Analysis  
[Source: Research data, 2023]

Model	Coefficients <sup>a</sup>		
	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	14.902	2.605	
X1	.288	.228	.122
X2	.204	.268	.078
X3	.272	.252	.105
X4	1.074	.271	.407

Based on the description in Table 3, the form of the multiple linear regression equation can be written as follows:

$$Y = 14.902 + 0.288X_1 + 0.204X_2 + 0.272X_3 + 1.074X_4 + \varepsilon$$

The interpretation of the regression equation is:

- 1) A constant value of 14,902 indicates that the prospective bride and groom's buying interest will be worth 14,902 points if the variables educate, inform, entertain, and create trustworthiness are worth 0.
- 2) The regression coefficient value for the education variable has a value of 0.288, meaning that the education variable has a direct influence on the purchase interest of prospective brides and grooms. This means that the better the educational model implemented by W Bali-Seminyak regarding the products being marketed, the more the prospective bride and groom will feel like they have a relationship.
- 3) The regression coefficient value of the inform variable has a value of 0.240, meaning that the inform variable has a direct influence on the purchase interest of prospective brides and grooms. This means that the prospective bride and groom get a lot of information regarding the wedding packages offered by W Bali-

Seminyak, which will make the prospective bride and groom want to hold their wedding at W Bali-Seminyak.

- 4) The regression coefficient value for the entertainment variable has a value of 0.272, meaning that the entertainment variable has an influence in the same direction as the prospective bride and groom's buying interest. This means that the more W Bali-Seminyak content provides closeness to the emotional side, the more prospective brides and grooms will want to buy wedding packages at W Bali-Seminyak
- 5) The regression coefficient value of the created trustworthiness variable has a value of 1.074, meaning that the created trustworthiness variable has an influence in the direction of the prospective bride and groom's buying interest. This means that the more W Bali-Seminyak content has an impact on trust, the more prospective brides and grooms will want to buy wedding packages at W Bali-Seminyak

The next step is to carry out the F test. The F test is carried out to determine the effect of the independent variable on the dependent variable. The influence of all variables simultaneously will be seen from the magnitude of the significance value, so the overall influence of the independent variables on the dependent variable at W Bali-Seminyak can be analyzed. The research results are in the  $H_a$  reception area with a significance value of  $0.000 < 0.05$ , so it can be concluded that content marketing together has an influence on the buying interest of prospective brides and grooms at W Bali-Seminyak. If there is a change in the content marketing variable at W Bali-Seminyak it will change by 11,440 points. This means the model is suitable for use.

After the F Test, the next step is to carry out the T Test. This test was carried out to determine the influence of content marketing elements on Instagram on interest in buying wedding packages at W Bali-Seminyak. The influence of each variable will be seen from the magnitude of the significance value obtained, so the results of the analysis of the influence of each variable are as follows.

1) Influence of Educates

Because  $H_a$  is rejected by calculating the significance value of  $0.060 > 0.05$ , then this indicates that education does not have a significant and unidirectional effect on the purchase interest of prospective brides and grooms, which means that even though the education that W Bali-Seminyak applies to its content is good, this does not necessarily guarantee The prospective bride and groom will be interested in purchasing a wedding package at W Bali-Seminyak.

2) Influence of Inform

Because  $H_a$  is accepted by calculating the significance value of  $0.007 < 0.05$ , this indicates that information has a significant and unidirectional effect on the prospective bride and groom's buying interest, which means that when the prospective bride and groom get sufficient information about the wedding products owned by W Bali-Seminyak, they will be more Many consumers are interested in having their wedding at W Bali-Seminyak

3) Influence of Entertainment

Because  $H_a$  is accepted by calculating the significance value of  $0.003 < 0.05$ , this indicates that entertainment has a significant and unidirectional influence on the purchase interest of prospective brides and grooms. When W Bali-Seminyak entertains with content that can build emotional closeness between the brand and the prospective bride and groom, there will be a greater possibility for the prospective bride and groom to choose W Bali-Seminyak as their wedding venue.

- 4) The effect of creating trustworthiness  
Because  $H_a$  is accepted by calculating the significance value of  $0.000 < 0.05$ , this indicates that creating trustworthiness has a significant and unidirectional effect on the purchase interest of prospective brides and grooms. When W Bali-Seminyak can create trust through content, there will be greater opportunities for prospective brides and grooms. to choose W Bali-Seminyak as the wedding venue

The final stage of this test is analysis of the coefficient of determination which is used to find out how big the percentage contribution of content marketing influences the purchase interest of prospective brides and grooms at W Bali-Seminyak.

Table 4: Coefficient of Determination Test Results  
[Source: Research data, 2023]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 <sup>a</sup>	.325	.297	2.150

a. Predictors: (Constant), X4, X1, X3, X2

b. Dependent Variable: Y

Based on the results obtained with the help of SPSS version 23 in Table 4, the adjusted R square ( $R^2$ ) value is 0.325. From this value, the coefficient of determination is calculated, namely  $0.325 \times 100\% = 32.5\%$ . From these results it is known that content marketing influences the purchase interest of prospective brides and grooms at W Bali-Seminyak by 32.5%, while the remainder, namely 64.5%, is interest in purchasing prospective brides and grooms which is influenced by factors. others not researched.

#### 4. CONCLUSIONS

The influence of content marketing on Instagram on interest in purchasing wedding packages at W Bali-Seminyak can be seen from 4 (four) aspects. The four aspects in question consist of educating, informing, entertaining, and creating trustworthiness. Based on the results of data analysis through the F Test, T Test, and determination, the influence of content marketing on Instagram on interest in buying wedding packages at W Bali-Seminyak is as follows:

- 1) Education does not have a significant and unidirectional effect on the prospective bride and groom's buying interest, which means that even though the education that W Bali-Seminyak applies to its content is good, this does not necessarily guarantee that the prospective bride and groom will be interested in buying a wedding package at W Bali-Seminyak
- 2) Information has a significant and unidirectional effect on the purchasing interest of prospective brides and grooms, which means that when prospective brides and grooms get sufficient information about the wedding products that W Bali - Seminyak has, more consumers will be interested in having their wedding at W Bali-Seminyak
- 3) Entertainment has a significant and unidirectional influence on prospective brides and grooms' purchasing interest. When W Bali-Seminyak entertains with content that can build emotional closeness between the brand and the candidate, there will be a greater possibility for the bride and groom to choose W Bali-Seminyak as their wedding venue.
- 4) Creating trustworthiness has a significant and unidirectional effect on prospective brides and grooms' buying interest. When W Bali-Seminyak can create trust through

content, there will be a greater possibility for prospective brides and grooms to choose W Bali - Seminyak as their wedding venue.

There are two suggestions that can be given to W Bali-Seminyak. First, W Bali-Seminyak should improve its marketing strategy both online and offline so that it can attract consumer interest in buying wedding packages. Second, customer buying interest must continue to be increased by creating interesting marketing content to build purchasing decisions.

#### STATEMENT OF APPRECIATION

With this, the author would like to express his sincere appreciation to everyone involved in this research. Thank you for the hard work, perseverance, and collaborative spirit of W Bali-Seminyak management in providing data information on the results of this research. Hopefully this research will become a steppingstone for further research and greater innovation in the future.

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