

## The Impact of Instagram Promotion on Purchase Intention at The Langham Jakarta



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**ABSTRACT:** This research studies the impact of Instagram Promotion on Purchase Intention at The Langham Jakarta, the inaugural Southeast Asian business hotel branch in SCBD. Strategically positioned in Jakarta's bustling business district, it faces competition from established hotels like Ritz-Carlton Pacific Place, Raffles, Four Seasons, Park Hyatt, and St. Regis. This research aims to identify how the local market perceives The Langham Jakarta as a viable hotel option by examining the impact of their Instagram Promotion activities on consumers' purchase intention. This study uses an extensive approach to examine how consumers responded to The Langham Jakarta's Instagram promotion efforts to determine whether these efforts affected consumers' intentions to make a purchase. This study aims to offer important insights into the efficacy of Instagram promotion as a marketing technique for hotels entering established areas through data analysis and interpretation. The research's purpose is to further our knowledge of consumer behaviour and marketing tactics in the hospitality sector, providing hotels looking to improve their competitive position with practical advice. The results from the hypothesis testing phase show that Instagram Promotion has a positive and significant impact on Purchase Intention. The next researcher should examine and add a broader range of variables to discover how they impact consumers' purchasing decisions.

**KEYWORDS:** Instagram, Promotion, Purchase Intention, Hotel

### I. INTRODUCTION

Tourism, a vital global economic sector, has witnessed substantial growth, providing nations with revenue streams beyond traditional sectors like coal, oil, and gas. Jakarta, Indonesia's capital, strategically positions itself as a valuable tourism destination, boasting a rich array of attractions, including the National Monument, National Museum, Old Jakarta City, and Betawi culture. Meetings, Incentives, Conferences, and Exhibits (MICE) activities further enhance its appeal, hosted in various hotels, including star-rated establishments (Suwanto, 2020).

The post-COVID-19 era has ushered in "revenge tourism," reflecting a resurgence in travel interest as people seek escapes from monotonous routines. Jakarta's hotel industry, with 53 five-star hotels, experienced heightened competition, and growth in 2023, especially in star hotels' occupancy rates due to a surge in domestic tourism (*Berita Resmi Statistik Jakarta Juli, 2023*).

Despite this growth, five-star hotels like The Langham Jakarta face a challenge in attracting local guests. The Langham Jakarta, a luxury 5-star hotel and the first Langham property in Southeast Asia, opened in September 2021. Strategically located in SCBD, it offers an ultra-luxury experience with a grand ballroom, outdoor garden, and over 2,100 square meters of event space (Langham Hospitality Group, 2021).

According to an interview conducted with Ms. Yuke, The Langham Jakarta's Assistant Front Office Manager, it was highlighted that the hotel has a dual clientele nature, emphasizing its versatility in catering to both business and leisure guests. The hotel distinguishes itself by accommodating celebratory events and aims to attract a larger leisure-oriented audience, reflected in its approximately 80% business and 20% leisure guest ratio.

Leveraging its opulent offerings, The Langham Jakarta strategically utilizes Instagram for promotions. The @langham\_jakarta Instagram account, established in 2019, boasts 81,400 followers and serves as a vital promotional channel. In July 2023, the hotel demonstrated robust social media engagement, averaging 415 engagement scores per post. Ms. Yuke attests to Instagram's significance, with 60-70% engagement from the local community.

## The Impact of Instagram Promotion on Purchase Intention at The Langham Jakarta

The research focuses on the impact of Instagram promotions on customers' purchase intentions at The Langham Jakarta. Exploring how Instagram promotions influence hotel booking intentions aligns with the current trend of businesses venturing into social media marketing. The study addresses the gap in empirical investigations on the association between Instagram media richness and consumers' purchase intentions (Hasim et al., 2020), contributing valuable insights to the evolving landscape of social media marketing in the hospitality industry.

A hotel is defined as “an establishment whose primary business is providing lodging facilities for the general public, and which furnishes one or more of the following services: food and beverage service, room attendant service, uniformed service, laundering of linens, and use of furniture and fixtures” (Kasavana & Brooks, n.d.). The hotel industry is a service-based industry and due to their service nature, hotels have supported the tourism industry immensely, where it is organized professionally and supported by their skilled human resources.

Promotion, as defined by Dadhe (2015), is the process of informing and persuading consumers to purchase a product by detailing its features. In marketing, it plays a crucial role in introducing and ensuring the success of a product. Various activities, including advertising, publicity, personal selling, and sales promotion, fall under promotion's umbrella, aiming to enhance awareness and motivate customer engagement. Businesses commonly use a combination of strategies, such as advertising, personal selling, referrals, sales promotion, and public relations, to effectively connect with their target audience (Dadhe, 2015). Ekasari's classification, cited by Finthariasari, Herwan, and Nita (2023), identifies five key indicators of promotion: Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling, and Direct Marketing. Advertising thrives on creative ideas, sales promotion expedites product sales, public relations disseminate unbiased information, personal selling fosters consumer comprehension, and direct marketing engages the target customer through personalized approaches (Ekasari, 2014; Finthariasari et al., 2023).

Social media marketing (SMM) is a critical aspect of contemporary marketing strategies. It utilizes internet-based platforms, such as Facebook, Instagram, Twitter, and LinkedIn, to promote businesses and engage with customers. SMM, as emphasized by Elby (2020) and Preace (2023), strategically attracts and retains customers while establishing a desired brand image.

The nature of social media platforms extends beyond business promotion; they serve as interactive spaces for individuals to connect and share content. Miller (2020) notes that opinions formed from social media content can be enduring, making it crucial for businesses to present themselves positively. Butow et al. (2020) highlights the importance of friendly and conversational content to foster connections.

Social media's significance lies in its global reach and cost-effectiveness. Businesses can harness this tool to enhance brand awareness, with 91% of marketers witnessing improvements through consistent engagement (Elby, 2020). Krasniak et al. (2021) emphasize social media's role in customer interaction, feedback collection, and overall business growth. Failing to leverage SMM represents a missed opportunity, given its potential for conveying messages to diverse audiences. Overall, social media marketing is a valuable, low-cost, and impactful tool for business growth and recognition.

Instagram Marketing is a form of social media marketing that involves advertisers utilizing the Instagram platform to endorse their businesses (Miller, 2020). Instagram delivers free marketing opportunities, acting as a swift showcase for services and products. It's a valuable tool to exhibit a comprehensive view of what a business has to offer (Bolton, 2015). According to Khan (2018) Instagram can be viewed from five different perspectives: entertainment, interaction, trendiness, customization, and word of mouth. Entertainment: This refers to the enjoyment and recreational activities accessible via social media platforms (Agichtein et al., 2008); Interaction: Social media interaction is present when users can easily communicate and share opinions and information with other users within the online community (Kim & Ko, 2010); Trendiness: Trendiness, as another element of social media marketing activities, refers to offering customers up-to-date product information (Godey et al., 2016); Customization: According to Martin & Todorov (2010) customization in the realm of social media serves as a means for businesses to convey their distinctiveness and enhance brand preference and customer loyalty; Word Of Mouth: Word Of Mouth (WOM) as an element pertains to promotional campaigns and marketing efforts undertaken by entrepreneurs on social media to boost sales (Bilgin, 2018).

Purchase intention (PI) is a measure of a customer's level of confidence in their ability to purchase a good or service (Balakrishnan et al., 2014). It is believed that PI is the primary indicator of real behaviour, which improves the likelihood of predicting overt buying behaviour (Peña-García et al., 2020). After gathering information to select the best goods to fulfill their needs and wants, consumers will make the decision to buy the item (Rahim et al., 2016).

Another way to explain PI is as a part of consumer behaviour, or how they feel about particular goods or services (Soebagyo & Subagio, 2014). It can be recognized by several indicators, such as: Transactional: The likelihood of a person buying the good or service being offered; Refractive: The likelihood of an individual recommending goods or services to others;

## The Impact of Instagram Promotion on Purchase Intention at The Langham Jakarta

Preferential: An interest that characterizes a person who particularly favours one course of action above another in terms of goods or services. This preference can only be changed if there is a problem with the goods or service; Explorative: An interest characterized by a desire to learn more about a product or service that piques one's curiosity.

### II. RESEARCH METHODOLOGY

The Methodology used in this research is descriptive quantitative methodology with hypothesis testing using multivariate analysis and simple regression, tested with the Smart-PLS 4.0 application.

The study utilizes a non-probability convenience sampling method, determining the sample size based on the number of research variables (2), following the guideline that, in multivariate investigations, the sample size is typically around 20 times the number of variables (Hair et al., 2019). Thus, for this study, the minimum sample size is set at 40 participants. This approach is chosen for its efficiency in swiftly obtaining insights into the local market's response to Langham Hotel's Instagram promotions. Data collection is facilitated through Google Forms, ensuring accessibility and response rates within the specified target audience.

This study includes two variables, namely the independent variable, Instagram Promotions (X), and the dependent variable, Purchase Intention (Y). The research instrument uses a 6-points Likert. The indicator of each variable is listed in Table 1:

Table I

Variables	Indicators	Statement	Point Scale
Instagram Promotion (Khan, 2018)	Entertainment	Interacting this brand's Instagram is fun	Likert
		Content of this brand on Instagram is Interesting	Likert
	Interaction	This brand's Instagram enables information sharing with others	Likert
		It's easy to deliver my opinion through this brand's Instagram	Likert
	Trendiness	The content shared tin Instagram of this brand is the newest information	Likert
	Customization	This brand's Instagram provide the information that I needed	Likert
		I can easily obtain information that I need thanks to the directions on this brand's Instagram	Likert
	Advertisement	I like the ads that this brand has published on Instagram	Likert
		Instagram ads of this brand positively affect my attention for the brand	Likert
	Purchase Intention (Soebagyo & Subagio, 2014)	Transactional	I have a high intention to become this brand customers
Refractive		I will recommend this product to my friends and family	Likert
Preferential		This brand's products will be my main choice, and I will only consider alternatives if I have problems with their service.	Likert

## The Impact of Instagram Promotion on Purchase Intention at The Langham Jakarta

	Explorative	Interacting with this brand's Instagram increase my interest in buying their products and services.	Likert
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### III. RESULTS

The objective of this study's analysis is to assess the impact of Instagram Promotion on consumers' Purchase Intention at The Langham, Jakarta Hotel. The data for this research were directly gathered from 76 respondents through a questionnaire. The respondents' characteristics signify distinctions in their respective backgrounds, aimed at illustrating each respondent's profile in the survey conducted for this study. This background is emphasized in terms of gender, age, residence, occupation, and monthly expenditure.

#### Respondent Profile:

The analysis of the respondent's profile aimed to discern the demographic features of those involved in this study, providing a more detailed examination. Here are the findings from the obtained respondent characteristic data:

According to the results from testing gender characteristics, it is stated that out of 76 respondents, the overall percentage of females is 63.2%, while males account for 36.8%. This indicates that The Langham Jakarta has a higher preference among female customers.

Regarding age characteristics, this study obtained survey results from 4 age groups, with the largest being in the 21-30 age group at 40.8%. Below that, the 31-40 age group is at 30.3%, and 41-50 years at 26.3%. Additionally, the age group >50 years is at 2.6%.

In terms of residence characteristics, the most prevalent location of residence is Jakarta, constituting 21.1%. Following that, respondents from Semarang make up 17.1%, with both Surabaya and the Greater Jakarta Area (BODETABEK) at 14.5%, Bandung at 10.5%, and Bali at 2.6%. Additionally, respondents from Balikpapan, Binjai, Central Java, Cirebon, East Java, Jombang, Makassar, Magelang, Malang, Medan, Mojokerto, Yogyakarta, and Others, including Riyadh and Singapore, are all at 1.3%.

Concerning occupation characteristics, it is stated that among the 76 respondents, the most common occupation is entrepreneur, accounting for 57%. Below that, there are private sector employees at 17%, professionals at 16%, housewives at 9%, and government employees at 1%.

As for the expenditure characteristics, most respondents fall into the category of > Rp. 20,000,001 monthly expenditures, accounting for 43%. Below that, there are those in the range of Rp. 10,000,001 - 15,000,000 at 32%, and Rp. 15,000,001-20,000,000 at 25%.

### IV. DISCUSSION

#### Descriptive Analysis

A descriptive statistical analysis of respondent answers concerning research variables was conducted to determine the mean value, as well as the minimum and maximum values, based on the responses provided. The primary method of data collection involved distributing questionnaires that addressed both the demographics of respondents and their perceptions of the variables examined in this study, namely Purchase Intention and Instagram Promotion. Respondent answers reflect their perceptions of the research variables. The Likert scale was employed for data collection, facilitating the translation of various variable dimensions into observable and measurable elements necessary for this research. The subsequent section provides a description of respondents based on the purchase intention variable.

Table II

Purchase Intention Descriptive Statistical Results				
Code	Statement	Min	Max	Mean
Y1.1	<i>I have a high intention to become a consumer of The Langham Jakarta</i>	1	6	5.25
Y1.2	<i>I will recommend The Langham Jakarta's</i>	1	6	5.21

## The Impact of Instagram Promotion on Purchase Intention at The Langham Jakarta

	<i>products and services to my relatives</i>			
Y1.3	<i>The Langham Jakarta's products and services would be my top choice, and I would only consider alternatives if I experienced problems with their service</i>	1	6	4.92
Y1.4	<i>Interacting with The Langham Jakarta's Instagram increased my interest in purchasing their products and services</i>	1	6	5.05
<b>Average</b>				<b>5.11</b>

Table 2 shows a strong inclination (5.25) toward becoming a consumer of The Langham Jakarta due to effective Instagram promotions. However, the lowest-rated indicator (4.92) suggests a lower preference for exclusive loyalty. While respondents express positive intentions, addressing service-related issues is crucial for enhancing satisfaction and loyalty. This emphasizes the need to refine service aspects, contributing to a dedicated customer base.

**Table III**

<b>Instagram Promotion Descriptive Statistical Results</b>				
<b>Code</b>	<b>Statement</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>
X1.1	<i>Enjoyable interaction with The Langham Jakarta's Instagram</i>	1	6	5.07
X1.2	<i>Interesting content on The Langham Jakarta's Instagram (audio, visual design)</i>	1	6	5.14
X1.3	<i>The Langham Jakarta's Instagram facilitates easy information sharing</i>	1	6	5.09
X1.4	<i>Easy access to information from testimonials of previous guests at The Langham Hotel Jakarta</i>	1	6	5.08
X1.5	<i>The content on The Langham Jakarta's Instagram is the latest and most relevant information</i>	1	6	5.16
X1.6	<i>The Langham Jakarta's Instagram provides information tailored to my needs</i>	1	6	5.03

## The Impact of Instagram Promotion on Purchase Intention at The Langham Jakarta

X1.7	<i>Easy retrieval of information from The Langham Jakarta's Instagram (posts' titles and themes aligned with content)</i>	1	6	5.16
X1.8	<i>Interesting advertising content from The Langham Jakarta Hotel on Instagram</i>	1	6	5.14
X1.9	<i>The Langham Jakarta's Instagram advertisements offer attractive promos and packages</i>	1	6	4.91
<b>Average</b>				<b>5.09</b>

Table 3 highlights a trend with the highest average score (5.16) for "The content on The Langham Jakarta's Instagram is the latest and most relevant information" and "Easy retrieval of information from The Langham Jakarta's Instagram (posts' titles and themes aligned with content)," reflecting respondents highly valuing the content for its timeliness and relevance, and that respondents find it easy to locate and access information on the Instagram account, placing it in the agree category. Conversely, the lowest-rated statement, "The Langham Jakarta's Instagram advertisements offer attractive promos and packages," at an average score of 4.91, suggests potential dissatisfaction with engagement, but still within the agree category. The lower score on promotions' attractiveness indicates room for improvement. In conclusion, Purchase Intention (Y) averages a mean of 5.11, with a majority responding positively in the agree category. Similarly, Instagram Promotion (X) averages a mean of 5.09, signifying positive responses in the agree category. Overall, these findings underscore a strong and positive impact of Instagram Promotion on Purchase Intention among respondents.

### Instrument Testing

Table 3 shows that the statement "The content on The Langham Jakarta's Instagram is the latest and most relevant information" and "Easy retrieval of information from The Langham Jakarta's Instagram (posts' titles and themes aligned with content)" has the highest average score, 5.16. The lowest-scoring statement, on the other hand, is "The Langham Jakarta's Instagram advertisements offer attractive promos and packages," with an average of 4.91. This distinction in scores not only reveals the prevailing preferences of respondents but also points towards an opportunity for The Langham Jakarta to refine and augment its promotional strategies on Instagram. By doing so, the hotel can potentially bridge the perceptual gap, ensuring that promotional content aligns more closely with the preferences and expectations of its audience. In light of these insights, The Langham Jakarta has the opportunity to leverage its strengths in delivering timely and relevant information while refining its promotional approach to create a more comprehensive and engaging Instagram presence that resonates more effectively with its audience.

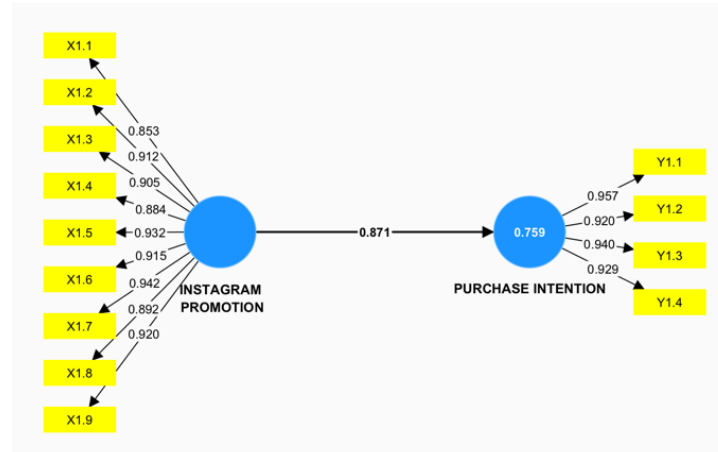


Figure I. Cronbach Alpha

Source : Data Processing Results (2023)

## The Impact of Instagram Promotion on Purchase Intention at The Langham Jakarta

- a. Convergent validity was employed to assess the strength of correlations between constructs and latent variables. A reflective measure is deemed substantial if it correlates beyond 0.70 with the targeted construct (Hair et al., 2019). The factor loading value in the SmartPLS output can be examined for the convergent validity test.

**Table IV**

Convergent Validity Test Results			
Variable	Indicator	Factor Loading	AVE
Purchase Intention	Y1.1	0.957	0.877
	Y1.2	0.920	
	Y1.3	0.940	
	Y1.4	0.929	
Instagram Promotion	X1.1	0.853	0.822
	X1.2	0.912	
	X1.3	0.905	
	X1.4	0.884	
	X1.5	0.932	
	X1.6	0.915	
	X1.7	0.942	
	X1.8	0.892	
	X1.9	0.920	

All factor loadings exceed the 0.700 threshold, and the AVE value is greater than 0.500. As a result, the test for convergent validity is judged valid.

- b. Discriminant Validity

Discriminant validity, measuring the extent to which a variable differs from others in the study model, was assessed using the Fornell Larcker Criterion and cross-loading. Results from the Fornell Larcker Criterion show that variables correlate more strongly with themselves than with other variables. Similarly, in cross-loading, indicators exhibit higher correlations with themselves compared to other indicators. This analysis affirms the reliability of all variables and indicators in the study, as shown in the table below:

**Table V**

Square Roots AVE Value - Fornell-Larcker Criterion Results		
	Instagram Promotion	Purchase Intention
Instagram Promotion	0.907	
Purchase Intention	0.871	0.936

**Table VI**

Cross Loading Results		
	Instagram Promotion	Purchase Intention
X1.1	0.853	0.698
X1.2	0.912	0.725
X1.3	0.905	0.850
X1.4	0.884	0.804
X1.5	0.932	0.763

## The Impact of Instagram Promotion on Purchase Intention at The Langham Jakarta

X1.6	0.915	0.842
X1.7	0.942	0.838
X1.8	0.892	0.751
X1.9	0.920	0.811
Y1.1	0.799	0.957
Y1.2	0.836	0.920
Y1.3	0.825	0.940
Y1.4	0.799	0.929

### c. Reliability Test

A reliability test was used to assess how accurate and consistent the responses were. For an instrument to be considered dependable the composite reliability value and Cronbach's alpha should be examined. If the composite reliability value is greater than 0.7, it can be deemed dependable, and if the Cronbach's alpha is nearer to 1 or above 0.9 then the instrument is reliable.

**Table VII**

Composite Reliability	
Variable	Composite Reliability
Instagram Promotion	0.974
Purchase Intention	0.953

**Table VIII**

Cronbach's Alpha	
Variable	Cronbach's Alpha
Instagram Promotion	0.973
Purchase Intention	0.953

Since all composite reliability values in this study are greater than 0.7, and the Cronbach's alpha is above 0.9, all the variables can be considered reliable.

### d. Coefficient of Determination

The R-square value shows the extent to which the independent variables collectively affect the value of the dependent variable. The R-square value ranges from 0 to 1. If the outcome is close to 1, the model that was employed is better.

**Table IX**

R-Square	
Variable	R-Square
Purchase Intention	0.759

According to Table 9, the R-square value is 0.759, meaning that 75.9% of the Instagram Promotions variable can affect the purchase intention variable. The remaining 24.1% can be influenced by other variables outside of this study such as the rest of the 4Ps: Price, Product, and Place.

### Inferential Statistics

Inferential testing is applied to figure out the cause-and-effect relationship between latent variables. The bootstrapping process helps define the parameters of the statistical T-test and P-Value, which is used to assess if a causal association exists.

#### a. Path Coefficient

The Path Coefficient Test is conducted by examining the original sample generated by the test outcomes on Smart-PLS. This study employs a P-value below 0.05, and a t-statistics value of >1.96. The following displays the results of the study model used for hypothesis testing:



# The Impact of Instagram Promotion on Purchase Intention at The Langham Jakarta

Table X

Path Coefficient			
Path of Influence	Original Sample (O)	T Statistics ( O/STDEV )	P Values
Instagram Promotion -> Purchase Intention	0.871	18.243	0.000

It was determined that Hypothesis 1 in this study was accepted based on the test results. The positive value of the original sample indicates that Instagram promotion has a positive impact on purchase intention. The T-statistic value that is higher than 1.96 and P-value lower than 0.05 also determines that the hypothesis is accepted. This outcome shows that consumers' interest in making a purchase increase with the quality of the Instagram promotion.

## CONCLUSIONS

Most respondents show a strong positive inclination towards choosing The Langham Jakarta as their preferred option for consumption, evident in the highest indicator "I have a high intention to become a consumer of The Langham Jakarta" (5.25) falling within the agree category. Even the lowest-rated activity, represented by "The Langham Jakarta's products and services would be my top choice, and I would only consider alternatives if I experienced problems with their service" at (4.92), falls within the agree category. In terms of Instagram promotion activities, the highest indicators "The content on The Langham Jakarta's Instagram is the latest and most relevant information" and "Easy retrieval of information from The Langham Jakarta's Instagram (posts' titles and themes aligned with content)" (5.16) is highly valued by respondents, also falling within the agree category. Even the lowest-rated activity, "The Langham Jakarta's Instagram advertisements offer attractive promos and packages" at (4.91), still fall within the agree category, suggesting ongoing interaction between respondents and Langham's Instagram. Overall, the positive response from most respondents indicates a successful impact of Instagram promotion on Purchase Intention. Before hypothesis testing, the research instrument underwent rigorous validation, confirming its reliability and effectiveness. The results of the hypothesis testing phase confirmed the acceptance of Hypothesis 1, highlighting that Instagram Promotion positively and significantly influences Purchase Intention, providing valuable insights into the relationship between these variables.

## SUGGESTIONS

Many suggestions can be made to improve The Langham Jakarta's social media tactics considering the study's findings about the impact of Instagram promotions on purchase intention. First, it could be beneficial to fine-tune the Instagram content strategy of Langham Jakarta to highlight the kinds of material that cause greater interaction and favorably impact purchasing decisions. Including user-generated material, starting interactions, and quickly answering comments are all ways to promote interactive engagement that will increase audience trust and engagement. To draw in potential customers, the hotel should also think about emphasizing specific features and exclusive offerings in its Instagram postings. The hotel's internet presence might be improved by working with influencers or other pertinent partners and using storytelling tactics to develop an engaging brand narrative. Further improving and optimizing Langham Jakarta's Instagram strategy could come from regular monitoring, using Instagram analytics for data-driven decision-making, and setting up a feedback system for ongoing guest input. By putting these recommendations into practice, Langham Jakarta may be able to maximize its Instagram presence, which might result in higher interaction and positively affect consumer purchasing decisions.

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