The Effect of Social Media Marketing to Purchasing Interest of Fenomena Rakat Clothing
(Retaseu Store)

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Abstract—The internet and all its conveniences are now a phenomenon. Technological changes are increasingly rapidly encouraging innovation in the use of the internet. The internet, which is synonymous with means of communication and information exchange, is now starting to evolve into a business tool along with the emergence of e-commerce or electronic commerce that also utilizes the internet system. Social Media Marketing Strategy is increasingly being done by business people. This study aims to determine the effect of Social Media Marketing on the interest in purchasing products at the Fenomena Rakat Clothing. The variables in this study are, independent variables; Social Media Marketing (Context, Communication, Collaboration & Connection) and the dependent variable Purchasing Interest. The method in this study uses quantitative research methods. This research is a descriptive and inferential study using multiple linear regression models. Sampling in this study uses Non Probability Sampling with Accidental Sampling methods. Data collection was done through online questionnaires through Google form on 80 respondents with 24 item statements. Data processing techniques are carried out by descriptive and inferential analysis, classic assumption test, and hypothesis testing. The results showed that the influence of Social Media Marketing through Instagram on the purchasing interest of the Fenomena Rakat Clothing product was 56,5%. Based on the results of partial hypothesis testing, obtained sub-variables Context and Communication, have a significant influence on Purchasing Interest. Besides, Collaboration and Connection have no significant influence on Purchasing Interest. The test results simultaneously found that all variables had an effect on Purchasing Interest.

Keywords: Social Media Marketing (Context, Communication, Collaboration, Connection), Purchasing Interest

I. BACKGROUND

The internet and all its conveniences are now becoming a phenomenon. Rapid technological changes encourage innovation in the use of the internet. The internet is synonymous with the means of communication and information exchange, now starting to evolve into a business tool along with the emergence of E-commerce or electronic commerce that also utilizes the internet system.

Instagram is one application that is often used by business people to carry out marketing strategies in their business. This application is a photo and video sharing application that allows users to take photos, take videos, apply digital filters and share them to various social networking services. Instagram was originally designed by Kevin Systrom and Mike Krieger [1]. Instagram is often used as a Social Media Marketing tool.

Social Media Marketing is an effort by a company or agency marketing department to create writings, images, videos, graphics, or posts on an institution's social media account to promote products / services so that they are known to the public [2]. Social Media Marketing is related to the four C's, namely Context, Communication, Collaboration, and Connection [3,4]. Social Media Marketing with its four sub-variables has become an urgency in this era of digital economic growth. In his research, Arief and Milliyani tried to raise this theme because it was important to understand the use of social media in accordance with the target market [4]. It is intended that the message given can be conveyed effectively and efficiently. Social Media Marketing is also believed Fajriani and Sastika is important to be appointed because based on data from the Communication Study Center (PUSKAKOM) UI in collaboration with APJII on internet user profiles in Indonesia as of April 2015 stated that internet users in Indonesia have reached 88.1 Million lift the user [5]. Social media is the main reason 87% of users use the internet [5]. This shows a high enthusiasm in the use of information technology in Indonesia. Rahadi and Zanial state that this enthusiasm can be an added value in marketing products or services globally [2]. If we review, the reality of information technology has been quite integrated with all aspects of the life of the global community, especially in Indonesia. If we focus on the business aspect, Indonesian people are already familiar with online trading and buying and selling activities themselves. This is clearly a great opportunity for business people who run Social Media Marketing strategies. Therefore, Social Media Marketing becomes an important thing to be discussed comprehensively.

Four sub-variables Social Media Marketing; Context, Communication, Collaboration, and Connection boils down to Consumer Purchase Interests. Buy interest is defined as a desire of consumers to buy a product or service. Buy interest

arises when someone has gotten enough information about the desired product [4]. Consumer Purchase Interest is conceptualized as actions and social relations by individual consumers, groups or organizations to assess, obtain and use goods and services through an exchange or purchase process that begins with the decision making process that determines these actions [6].

Fenomena Rakat Clothing (Retaseu Store) is one of the business units that implements Social Media Marketing. Fenomena Rakat Clothing was opened since 2015. The word Rakat itself is an acronym from the word *Rakyat Timur*. It is clear that this business has made Eastern Indonesian society the main target market. Imanuel Andra's clothing business makes Instagram as a marketing medium for its business. Fenomena Rakat Clothing has two Instagram accounts. The first account is @fenomena_rakat and the second account is @retaseu.store. The @fenomena_rakat account has 75,100 followers. While the @retaseu.store account has 1,718 followers. Based on data from the top locations of followers @retaseu.store as of May 11, 2019 there were 21% of 1,718 accounts (361 accounts) originating from the City of Maumere, East Nusa Tenggara.

In the @retaseu.store account profile, the contents of the message and information about the Fenomena Rakat Clothing are clear. The context and communication aspects that are built in the Fenomena Rakat Clothing are also very clear on each post / post. Fenomena Rakat Clothing uses Indonesian language with eastern accents in each post / post. In addition, the design of the Fenomena Rakat Clothing products also includes words or sentences typical of Eastern Indonesia. The cultural approach taken by the Fenomena Rakat Clothing is a very appropriate step. This encourages the creation of positive Collaboration in the form of comments or input that followers often give as a response to the new product of the Fenomena Rakat Clothing. It also maintains the connection between the Fenomena Rakat Clothing and its followers. This distinctive feature of the Fenomena Rakat Clothing has a significant effect on the Connection aspect. This can be seen from the always increasing number of followers of @retaseu.store account every time. In the end, the Social Media Marketing strategy through the Instagram application is targeting high customer purchase interest.

Fenomena Rakat Clothing certainly has the opportunity to optimize their Social Media Marketing strategy with quite a lot of followers and the intensive promotion. Therefore, based on the description above, the author is interested in measuring how much influence the Social Media Marketing has on the Interest in Buying Fenomena Rakat Clothing products. The author conducts research with the title: "The Influence of Social Media Marketing on Interest in Purchasing the Fenomena Rakat Clothing (Retaseu Store) Study on the @retaseu.store Account Followers in Maumere City".

II. LITERATURE REVIEW

A. Social Media Marketing

Social Media Marketing (SMM) is the effort of the company's marketing department or public relations agency to make writing, pictures, videos, graphics, or posts on an institution's social media account to promote products / services so that it is known to the general public [2]. Social Media Marketing makes marketing strategies more attractive and effective. The messages that marketers build are visualized through pictures or videos and spread through social media. This communicative marketing strategy is certainly acceptable to the public and is expected to get positive feedback on the company.

According to Barker et al., "social media marketing refers to the process of gaining website traffic or attention through social media sites" [7]. Which more or less means marketing through social media refers to the process of gaining trade networks or public attention through social media sites. A large-scale digital community formed by Social Media has become the focus of the company regarding effective marketing strategies. The larger the network the company builds, the wider the company's brand is known. This certainly has implications for the amount of profit a company might get.

Social Media Marketing according to Chaffey refers to "Monitoring and facilitating customer interaction, participation and sharing through digital media to encourage positive engagement with a company and its brands leading to commercial value" [8]. Social Media Marketing is related to the process of maintaining and facilitating interaction, customer participation and sharing through digital media to enhance positive ties with the company and its brands for commercial value.

B. The Aspects of Social Media Marketing

Social Media Marketing as a series of processes has several important aspects. According to Zarella, that there are four Cs in operating social media [3], including:

- Context; a grammar, form or framework of how we deliver messages to the audience with a certain format.

- Communication; process of delivering a message by someone to someone else to tell, change attitudes, opinions, or behavior, either verbally (directly) or indirectly (through the media) to match what the message provider wants, which fulfills the five WHO element: what, in what channel, for whom, with what effect.

- Collaboration; is an activity where two or more parties cooperate with each other by contributing knowledge, experience, and the ability of each to achieve a common goal that produces an effect or benefit to the parties involved.

- Connection; is the relationship that is established and maintained continuously between the giver and receiver of the message.

Hauer also believes that there are four C's in the application of the Social Media Marketing strategy [4], namely:

- Context: "How we frame our stories",

- Communication: "The practice of sharing our stories as well as listening, responding, and growing",

- Collaboration: "Working together to make things better and more efficient and effective",

- Connection: "The relationships we forge and maintain".

C. *Characteristics of a Successful Social Media Marketer*

According to Barker et al., a reliable Social Media Marketer fulfills the following characteristics [7]:

- Stay On Top of Social Media trends; always following the latest info.

- Be Prepared to Think & Act Quickly; ready to think and act fast.

- Be Comfortable with Analytics; happy to do analysis.

- Learn to Write for Social Media; learn to write on social media.

- Establish and Maintain your Social Media Presence; able to build and able to manage social media.

- Show Yourself to be an Effective User of Social Media; shows their capacity as effective users of social media.

D. *Social Media Marketing Plan*

Social Media Marketing Plan or Social Media Marketing plan is the key to the success of a company that implements this strategy. Barker et al., argues that without an integrated strategy and a solid Social Media Marketing plan, there is little chance of successfully executing Social Media Marketing [7]. The Social Media Marketing Plan is a sustainable strategy. Following is the Social Media Marketing Planning Cycle according to Barker et al., [7]:

- Listening

- Setting goals

- Defining Strategies

- Identifying the Target Audience

- Selecting Tools

- Selecting Platforms and Channels

- Implementing

- Monitoring

- Tuning

Barker made Listening the beginning of the Social Media Marketing Plan cycle. Listening (listening) in the context of the Social Media Marketing Planning Cycle which is the way companies measure the existence of social media in the community. Public opinion about company social media is a benchmark. This is what guides the company in perfecting the company's Social Media Marketing strategy. After the Listening stage has been carried out, the next stage is the

Setting Goals. This stage includes the company's control of competition analysis. Analysis of competition which shows the strengths of the company, is often also shown also by the strengths and weaknesses of key competitors. The analysis guides the company in determining its goals. The third stage is defining a strategy based on the company's goals that are to be realized. After the strategy is defined, the company identifies the target audience. This can help companies manage their marketing strategies efficiently. The fifth stage is determining the tools that help the company's virtual marketing activities. Then, the company must determine which media or channel enables the company to connect with consumers. After everything is ready, the company arrives at the implementation stage. It is important for companies to execute realistic tactics to achieve. The next step is to control the implementation of the company's marketing strategy. The company measures and evaluates the Social Media Marketing strategy by making the level of communication interaction a reference. The final process that continues the Social Media Marketing Plan cycle is Tuning. The tuning stage determines and enhances each element of the strategy and implementation to maximize the chances of a successful Social Media Marketing Plan.

E. *Social Media Marketing Ethics*

In Social Media Marketing there are also applicable ethics like in traditional marketing. According to Barker et al., in carrying out Social Media Marketing there needs to be ethical principles that need to be mastered by social media marketers, namely [7]:

1) Honesty: Social Media Marketing is a strategy that is closely related to high personal interaction. Honesty and transparent communication are the main practical and ethical reasons.

2) Privacy: Consumer personal information that companies collect is very helpful in the implementation of Social Media Marketing. However, this information must be kept confidential. If personal information is misused by irresponsible parties, the company's reputation will be questioned for its credibility.

3) Respect: Social media marketers must implement Social Media Marketing with respect to other parties. For example, companies do not make false testimonials of their products for the purpose of promotion to attract consumers.

4) Responsibility: There are three steps in the form of responsibility that companies can take if there is a mistake, namely acknowledging, apologizing and acting.

F. *Purchase Interest*

Buying Interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of likelihood of consumers making a purchase [9].

Swastha and Handoko defines consumer buying interest as the activities of individuals who are directly involved in obtaining and using goods or services including the decision making process in the preparation and determination of these

activities [6]. Whereas Kotler and Keller assert that Buying Interest is consumer behavior where consumers have the desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product [10]. Purchase Interest is the stage in which respondents tend to act before a buying decision is actually implemented [11].

G. *Purchase Interest Indicators*

Purchase Interest can be identified using the following indicators [12]:

- Transactional interest, namely the tendency of individuals to buy products.

- Referential interest, namely the tendency of individuals to refer products to other people.

- Preferential interest, namely interest that describes the behavior of someone who has a primary preference on the product. This preference can only be replaced if something happens with the product of his preference.

- Explorative interest, this interest illustrates the behavior of someone who is always looking for information about the product of interest and looking for information to support the positive qualities of the product.

H. *Purchase Interest Factors*

There are various things that cause the emergence of Buy Interest. Kotler and Keller explain that there are several factors that make up consumer buying interest, namely [13]:

- Culture (Culture, Sub Culture and Social Classes).

- Social (reference group, family and role and status).

- Personal (Age and Stages of the life cycle, Work and Economic Conditions, Personality and Self Concept, and Lifestyle and Values).

- Psychological (Motivation, Perception, Learning, Emotion and Memory.

Schiffman and Kanuk assert that external influences, awareness of needs, recognition product and alternative evaluation are things that can cause consumer buying interest [14]. The intended external influences are social, marketing and cultural factors. The things above can affect each individual in making a purchase. In addition to personal motivation in themselves, cultural and environmental factors shape the preferences of each individual. Therefore, cultural factors and environmental factors are often the focus of attention of business people.

III. RESEARCH METHODS

A. *Research Approach*

Based on the issues raised, this study uses a quantitative approach to look for a causal relationship (causal) between Social Media Marketing variables and the Buy Interest variable

[15]. The type of statistics used in this study are inferential statistics. This is because researchers want to make conclusions that apply to populations [15].

B. *Population and Sample*

Population is all the characteristics that are the object of research, where these characteristics relate to the whole group of people, events or objects that are the center of attention for researchers [16]. This study took followers Instagram account @retaseu.store who live in the city of Maumere as many as 361 populations.

The sample is part of the number and characteristics possessed by the population [15]. The sample consists of several members of the population. A sample that is too small can cause research to not be able to describe the actual condition of the population. Conversely, too large samples can result in a waste of research costs. In this study, the method used to determine the number of samples is by using the Slovin formula [17], as follows:

$$n = N / (1 + N\ e^2) \qquad (1)$$

Information:

n : number of samples

N : total population

e : error tolerance limit

So, the number of samples in this study with an error tolerance limit of 10%, namely:

$$n = N / (1 + N\ e^2) = 361 / (1 + 361 \times 0{,}10^2) = 78{,}3 \approx \mathbf{80}$$

C. *Sampling Technique*

This study uses primary data sources, namely data obtained directly from selected respondents. Data collection techniques in this study used a questionnaire that was distributed online using Google Form.

D. *Data Analysis Technique*

The data analysis technique used in this study is inferential statistics. Inferential statistics are used to analyze sample data and the results are applied to the population [15]. Researcher used the IBM SPSS STATISTIC Version 20 application for data processing.

IV. RESULTS AND DISCUSSION

A. *Multiple Linear Regression Analysis*

Multiple linear regression analysis is used to analyze the effect of more than one independent variable on the dependent variable. This study analyzes the effect of social media marketing (Context, Communication, Collaboration & Connection). Here are the results of calculations using IBM SPSS STATISTIC Version 20.

TABLE I. THE RESULTS OF THE MULTIPLE LINEAR REGRESSION TESTS

Coefficients[a]						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance
(Constant)	-1.241	2.490		-.498	.620	
X1TOTAL	.651	.075	.663	8.649	.000	.988
X2TOTAL	.376	.092	.416	4.100	.000	.563
X3TOTAL	.005	.110	.004	.041	.967	.611
X4TOTAL	-.138	.087	-.140	-1.582	.118	.743

The table 1 shows that the results of the multiple linear regression tests in the standard form of the regression equation are as follows:

$$Y = 1.241 + 0{,}651X_1 + 0{,}376X_2 + 0{,}005X_3 - 0{,}138X_4 + e$$

- Based on the results of the regression test obtained, the constant value is 1,241 meaning that if the value of Context, Communication, Collaboration & Connection is 0 (no), the Purchase Interest value is 1,241.

- Context variable regression coefficient of +0,651 means that if the value of Context has increased by 1 unit, the value of Purchase Interest will increase by 0.651 units, assuming the other independent variables have a fixed value.

- Communication variable regression coefficient of +0.376 means that if the value of Communication has increased by 1 unit, the value of Purchase Interest will increase by 0.376 units, assuming the other independent variables have a fixed value.

- Collaboration variable regression coefficient of +0.005 means that if the value of Collaboration has increased by 1 unit, the value of Purchase Interest will increase by 0.005 units, assuming the other independent variables have a fixed value.

- The regression coefficient of the Connection variable is -0.138 meaning that if the Connection value increases by 1 unit, the Purchase Interest value will decrease by 0.138 units, assuming the other independent variables are of fixed value.

B. Coefficient of Determination (R2)

Test the contribution of the model can use the coefficient of determination. The test results of the coefficient of determination using IBM SPSS STATISTIC Version 20 can be seen in the following table 2.

TABLE II. THE TEST RESULTS OF THE COEFFICIENT OF DETERMINATION

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.752[a]	.565	.542	1.063	1.726

From the results of the processed data above, it was found that the R Square determination coefficient value of 0.565 means that after conducting research, it is known to be 56.5%

Context, Communication, Collaboration & Connection affect the Interest in Buying the product of the Fenomena Rakat Clothing (Retaseu Store), while the remaining 43.5 % is influenced by other variables not explained in this study.

C. Effect of Context Against Buying Interest

In this study, the researcher stated that Context significantly influenced the Purchase Interest of the Fenomena Rakat Clothing product. The results of this study are in line with research conducted by Arief and Millianyani where based on partial hypothesis testing results obtained Context sub variables, have a significant influence on consumer interest in buying Sugar Tribe [4]. Context variable has a calculated t value greater than the t table value, then H_0 in the study was rejected. Therefore, it can be concluded that partially there is a significant influence of Context on consumer interest in buying Sugar Tribe.

Hauer argues that Context is related to how we form a story or message (information) such as the form of a message itself, the use of language and the contents of the message [4]. The better the message giver forms the message or information, the easier the respondent captures the intent of the message.

The existence of Context's positive influence on product purchase interest that appears in the results of the research means that the way of delivering and designing the message, the time, and also the content presented through the @retaseu.store account is good. Respondents' responses to statements on the Context dimension showed that the majority of respondents agreed that this dimension was well considered by the Fenomena Rakat Clothing and was able to influence the buying interest of followers. In the context of digital marketing, content and messages are the first things followers can see on social media. Therefore, this must be considered and efforts should be made to maintain it. So that it will increase followers' purchasing of interest.

D. Effect of Communication on Purchase Interest

In this study, the researcher stated that the dimension of Communication had a significant effect on the Purchase Interest of the Fenomena Rakat Clothing (Retaseu Store). The results of this study are in line with research conducted by Arief and Millianyani, regarding the influence of Social Media Marketing through Instagram on Purchasing Interest in Sugar Tribe consumers [4]. Based on the partial hypothesis testing results obtained Communication sub-variables, have a significant influence on consumer interest in buying Sugar

Tribe. The Communication variable has a calculated t value greater than the t table value. Therefore, it can be concluded that partially there is a significant influence of Communication on the buying interest of Sugar Tribe consumers.

Zarella defines communication as the process of delivering a message by someone to someone else to tell, change attitudes, opinions, or behavior, both directly and indirectly to match what the message giver wants. Reliable communication skills can guarantee good feedback [3]. The results of the study reinforce this theory. The ability to interact with the Fenomena Rakat Clothing with the @retaseu.store account follower was responded positively. This indicates a change in perception or attitude towards the Fenomena Rakat Clothing product in a positive direction as well. In addition, this also shows that the use of Instagram social media as a promotional media by interacting so far by the Fenomena Rakat Clothing is quite appropriate because it gets a good response.

E. *Effect of Collaboration on Purchase Interest*

In this study the researcher stated that Collaboration did not significantly influence the Purchase Interest of the Fenomena Rakat Clothing (Retaseu Store) product. The results of this study are in line with research conducted by Arief and Millianyani, regarding the influence of Social Media Marketing through Instagram on Purchasing Interest in Sugar Tribe consumers [4]. Based on the results of partial hypothesis testing, the Collaboration sub variable does not significantly influence the buying interest of Sugar Tribe consumers. The Collaboration variable has a calculated t value smaller than the t table value. Therefore, it can be concluded that partially there is no significant effect of Collaboration on buying interest.

According to Zarella the values that underlie a collaboration are the same goal, the same perception, the willingness to process, mutual benefit, honesty, compassion and community-based [3]. Positive responses of respondents indicate the existence of values such as common perception and mutual benefit. This is what motivates a small proportion of followers to collaborate.

The openness of the Fenomena Rakat Clothing in receiving input from followers to collaborate is greatly appreciated. However, the effect of this dimension is not significant in influencing one's Purchase Interest on the Fenomena Rakat Clothing product.

F. *Effect of Connection Against Buying Interest*

In this study, the researcher stated that Connection had no significant effect on the Interest in Buying the product of the Fenomena Rakat Clothing. This means that the Connection dimension relating to fostering ongoing relationships and reciprocal relationships does not significantly affect buying interest.

The results of this study are in line with research conducted by Rahmi regarding the influence of Social Media Marketing on buying interest in Flashy fashion distribution products [18]. Based on the results of partial hypothesis testing, the

Connection sub variable does not have a significant effect on buying interest.

Hauer argues that maintaining established relationships can be done by doing something that is sustainable so that users feel closer to social media user companies [4]. According to Zarella the high intensity of interaction between the giver and receiver of the message, will contribute to the establishment of connections [3]. Having a good connection is a great opportunity for the message provider to pursue commercial value.

The majority of respondents' answers indicate that the @retaseu.store account has built an ongoing and reciprocal relationship with followers. But it turns out these efforts cannot significantly influence a person's interest to buy the Fenomena Rakat Clothing product.

G. *Effect of Context, Communication, Collaboration & Connection on Purchase Interest*

The results of the F test calculations are known that the Context, Communication, Collaboration & Connection variables together or simultaneously have a significant effect on the Purchase Interest of the Fenomena Rakat Clothing product. The coefficient of determination test is known that the R Square coefficient value of 0.565 means that after conducting research, it is known that 56.5% of the Context, Communication, Collaboration & Connection variables affect Purchase Interest, while the remaining 43.5% is influenced by other variables not explained in the study this.

The results of this study are in line with research conducted by Fajriani and Sastika on the influence of Social Media Marketing through Instagram on the Buyer's Interest in Bandung's Steak Beds [5]. Based on the Determination Test or R square that has been done, shows the number 0.684. This shows that Social Media Marketing influences consumer buying interest.

Chaffey argues that Social Media Marketing (Context, Communication, Collaboration & Connection) is related to the process of maintaining and facilitating interaction, customer participation and sharing through digital media to enhance positive ties with the company and its brand for commercial value [8]. The better the process series is carried out, the higher the output the company gets. The results of the study indicate that there is a significant influence simultaneously. This means that the Fenomena Rakat Clothing is good enough in carrying out Social Media Marketing strategies.

V. CONCLUSION AND SUGGESTIONS

A. *Conclusion*

Based on research that has been done on followers of the Instagram account @retaseu.store regarding the influence of Social Media Marketing on Purchase Interest, it can be concluded that:

- Partially Context variable, significantly influences the Interest in Buy of the Fenomena Rakat Clothing. This is

due to the way of delivery, message design, time, and also the content presented through the account @retaseu.store is very good.

- Partially, the Communication variable has a significant effect on the Interest in Buying the product of the Fenomena Rakat Clothing (Retaseu Store) because the process of delivering messages to followers to tell, change attitudes, opinions, or behavior, both directly and indirectly is very good.

- While the Collaboration variable is insignificant to the Interest in Buying the products of the Fenomena Rakat Clothing (Retaseu Store) because there is still little interest of followers to collaborate with the Fenomena Rakat Clothing (Retaseu Store).

- Connection variable also has no significant effect on Buy Interest in the Fenomena Rakat Clothing (Retaseu Store) because a good connection is a great opportunity for the company, but it does not necessarily affect Buy Interest.

- Simultaneously the Context, Communication, Collaboration & Connection variables have a significant effect on the Purchase Interest of the Fenomena Rakat Clothing (Retaseu Store). This is due to the good process of maintaining and facilitating interaction, customer participation and sharing through the account @retaseu.store.

Determination test results are known that the Context, Communication, Collaboration & Connection variables affect Purchase Interest. From the regression results the most dominant variable influences Purchasing Interest is the Context variable.

B. Suggestions

Based on the results of the study and the conclusions previously stated, the following suggestions are used:

1) For the Fenomena Rakat Clothing: Considering that the Context dimension is the most dominant in influencing buying interest, this should be maintained and improved further. An increase in the Context dimension can be done by paying attention to the delivery of messages and display content on the Instagram account @retaseu.store. The words written on the message should use clear language and not too long and easy to understand. For example by including the price of products and sizes available and how to order products. This is done so that followers can easily understand the contents of the message conveyed. Then the appearance of the content should also be made as attractive as possible and different from the others to have characteristics that can be recognized. For example, by choosing a matching color for the Instagram account feed display. A uniform color background makes the account profile look neater. So by looking at the content arises interest in knowing and buying products.

2) For further researchers: This study only looks at the influence of Social Media Marketing (Context, Communication, Collaboration & Connection on Purchase Interest. In future studies, it is hoped that it can explore other factors related to Social Media Marketing such as Online advertising, Customer Relationship Management and other factors.

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