

ANALYSIS OF BUYING INTEREST FROM FOLLOWERS ON INSTAGRAM FOOD BLOGGER

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ABSTRACT

The rapid growth of Instagram-based culinary marketing among MSMEs in Yogyakarta has highlighted the need for an empirically grounded framework that connects social media communication design with consumer purchase intention. However, no prior study has integrated the 5C framework (Context, Content, Community, Communication, Connection) with the consumer response hierarchy (Awareness, Knowledge, Liking, Preference, Conviction, Intention to Purchase) into a single structural model tested in a local culinary account context. This study employed a quantitative explanatory design using covariance-based Structural Equation Modeling (SEM) with LISREL software. Data were collected via an online questionnaire distributed to followers of the Nongkrong Jogja Instagram account using the Add Web Link feature, yielding 442 valid respondents. Of the 28 measurement indicators, 26 (92.86%) met validity and reliability criteria. Partially, 63.3% of individual 5C component hypotheses were rejected, indicating that no single component independently drives purchase intention. Simultaneously, however, all six composite hypotheses were accepted, with an average R^2 of 0.69, meaning the integrated 5C model explains approximately 69% of the variation in buying interest stages from awareness to intention to purchase. The findings confirm that the effectiveness of Instagram-based marketing communication emerges from the synergistic integration of all five components rather than from any single dimension. Practitioners are advised to adopt a holistic content strategy that activates all 5C elements simultaneously. Future research should expand the population scope and employ longitudinal designs to strengthen causal inference.

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1. INTRODUCTION

Internet-based technology has a huge impact on the use of technology and the behavior of its users. The use of technology today is moving the world's population in a more connected direction. A report released by PricewaterhouseCoopers (PwC) through Indonesia Investments estimates that the world's population will number 7.4 billion by 2020 and almost 52 percent of this population is expected to be connected to the internet through smartphones or portable tablets (Indonesia Investment, 2016). Based on the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2024, the number of internet users in Indonesia has experienced significant growth from year to year to 221 million internet users (*Asosiasi Penyelenggara Jasa Internet Indonesia*, 2024).

Kemp (2019) reported that 93 percent of the activities of e-commerce users in Indonesia are to browse products and services to be purchased online. This statement is supported by a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2024, which reported that internet penetration in Indonesia reached 79.5%. The survey noted a trend that people's use of the internet for digital activities (including online shopping) is increasing as part of digital transformation.

In Indonesia, the prospect of online trading shows an increasingly positive trend. Almost all of the goods and services offered have been recorded online (Wirastomo et al., 2024). With the increase in internet users, online buying and selling is becoming more and more prevalent. One of the methods of promotion that is currently widely used by culinary business people is digital promotion or digital promotion online through the internet. Digital promotion itself is an inseparable part of digital marketing. One of the intermediaries used in online buying and selling is social media. Social media is a medium where users can socialize with other users online. Social media marketing is marketing using social media. In fact, the increase in social media marketing cannot be separated from the development of social media promotion. Social media that is currently widely used as a medium of online marketing and promotion are such as Facebook, Twitter, Instagram, Line, and Tiktok.

Instagram in Indonesia ranks 4th as a social media that is often actively used with a total of 62 million Instagram users (Kemp, 2019). This research also shows that at this time many people have used it to introduce their products through Instagram. Instagram is a social media application where users can share photos and videos. In general, Instagram is widely used to share photos and videos privately. Currently, with the development of features on Instagram that are increasingly interesting, many users use Instagram to introduce tourism and culinary products.

One of the Instagram accounts used to introduce products is the Instagram culinary account Nongkrong Jogja. Nongkrong Jogja culinary's account is one of the culinary accounts used to promote tourist attractions and cafes in the Yogyakarta area. The Special Region of Yogyakarta (DIY) has great culinary market potential. Rahadi Saptata Abra as a Member of the Board of Trustees of the Indonesian Young Entrepreneurs Association of DIY said that this potential was obtained from the calculation of the shopping costs of each student in DIY every year (Pandangan Jogja, 2024). Based on data from the Higher Education Service Institution (LLDIKTI) Region V for DIY Province, the number of active students in private universities in April 2024 was recorded at around 282,093 people (*Lembaga Layanan Pendidikan Tinggi Wilayah V Yogyakarta*, 2024). The market potential in the Yogyakarta area can be sure to continue to grow every year if the number of students and students is used as a reference. According to BPS, the number of Yogyakarta residents at the end of the second semester of 2018 was 2,882,218 people. A total of 418,994 people (14.54%) of them have the status of students (*Badan Pusat Statistik Provinsi DIY*, 2024). This huge market opportunity can certainly be an attraction for culinary business people.

However, there is a significant research gap. Most previous studies analyze social media marketing partially for example, only examining the influence of content or engagement on purchase intention without integrating the strategic dimensions of the 5Cs (Context, Content, Community, Communication, Connection) with the stages of consumer response in a comprehensive model.

Furthermore, research in the context of local Instagram-based culinary curator accounts is still limited, particularly those using the Structural Equation Modeling (SEM) approach to simultaneously test latent relationships.

Based on the theoretical framework of the hierarchy of effects and social media marketing, this study hypothesizes that the 5Cs significantly influence the formation of awareness and knowledge, which in turn influence liking, preference, conviction, and purchase intention. Thus, the theoretical framework is not only explained conceptually but also explicitly tested through an integrated empirical model.

The contribution of this research lies in the development of an integrated structural model that bridges social media content strategy with consumer psychological processes in the context of the local digital culinary industry. This study not only enriches the literature on social media based digital marketing but also provides evidence based strategic implications for culinary promotional account managers and MSMEs in increasing sales conversion effectiveness.

2. RESEARCH METHODS

This research is a quantitative study with an explanatory approach aimed at examining the causal relationships between constructs in an integrated model of social media marketing and consumer response. A quantitative approach was chosen because it allows for objective hypothesis testing through structural parameter estimation and a comprehensive evaluation of model fit (Creswell & Creswell, 2018). The model was analyzed using covariance-based Structural Equation Modeling (SEM) with LISREL. The choice of covariance-based SEM was based on the confirmatory research objectives, namely to test the fit of a previously formulated theoretical model and simultaneously estimate latent relationships within a single system of structural equations. The model identification strategy was implemented by ensuring positive degrees of freedom (over-identified model), ensuring each construct had at least three reflective indicators, and establishing one loading factor as a reference (fixing parameter) for the measurement scale.

Table 1. Exogenous Latent Construct Indicator

Latent Construct Exogenous	Definition in research	Indicator Manifest	
Background	How the content or content of the message is conveyed to the recipient of the story	How to present a message	X1
		Message design	X2
		Content delivery time	X3
		Content presented	X4
Content	What the storyteller presents	Consistent content	X5
		Promo Info	X6
Community	Relating to the interaction between users (followers) and other users	Interaction	X7
		Involvement	X8
		Message fit	X9
		Benefit	X10
Communication	Relating to the in-action between the giver and the receiver of the story	Admin response	X11
		Information Submitted	X12
		Message delivery style	X13
		Message effectiveness	X14
Connection	Relating to building a relationship	Ongoing relationships	X15
		Reciprocal	X16

Source: Sondakh et al. (2019) and Syahbani & Widodo (2017)

This study used cross-sectional data; therefore, it did not employ a panel data approach or justification for fixed or random effects. However, to minimize the potential for reverse causality bias, the direction of the relationship between variables was theoretically established based on the hierarchy of effects (awareness to intention to purchase) and social media marketing literature. Potential endogeneity and omitted variable bias were addressed through: (1) formulating a comprehensive theory-based model, (2) testing construct validity using confirmatory factor analysis (CFA), (3) testing reliability (CR) and convergent and discriminant validity (AVE), and (4) evaluating modification indices on a limited basis without altering the primary theoretical structure. Furthermore, a robustness check was conducted by comparing the full model and alternative models to ensure consistency of direction and significance of the path coefficients.

The study sample consisted of 442 respondents obtained through non-probability sampling using a convenience sampling technique. The study population was all followers of the Nongkrong Jogja account. Respondent criteria included males and females aged 13–65, residing in Yogyakarta, having an Instagram account, and being aware of the account.

The research instrument was an online questionnaire distributed through the Add Web Link feature on Instagram. The constructs of Context, Content, Community, Communication, Connection, Awareness, Knowledge, Liking, Preference, Conviction, and Intention to Purchase were operationalized as reflective latent variables measured using a five-point Likert scale. Model assumption checks included multivariate normality tests, multicollinearity tests, and goodness-of-fit evaluations (CFI, TLI, RMSEA, SRMR) to ensure reliable and valid parameter estimates. The operationalization of exogenous latent constructs and their indicators is presented in Table 1, while the endogenous constructs representing consumer response variables are summarized in Table 2.

Table 2. Endogenous Latent Construct Indicator

Latent Construct Endogenous	Definition in research	Indicator Manifest	
Awareness	Build awareness of the need for culinary information for ease of life	Awareness	Y1
		Values delivered	Y2
Knowledge	Increase followers' knowledge about culinary information	Knowledge	Y3
		Experience	Y4
Liking	Make followers interested and like the culinary products offered	Interest	Y5
		Favorite	Y6
Preference	Make followers prefer the culinary products offered	Product diversity	Y7
		Price diversity	Y8
Conviction	Making followers more convinced of their chosen culinary products	Stability	Y9
		Interested	Y10
Intention to Purchase	Arouse the intention to buy followers and invite other followers to buy	Desire	Y11
		Solicitation to buy	Y12

Source: Sondakh et al. (2019) and Syahbani & Widodo (2017)

3. RESULTS AND DISCUSSION

3.1. RESULTS

Demographic characteristics show that respondents were predominantly female (75%) compared to male (25%). Age composition was concentrated in the 21–30 age group (52%) and the 13–20 age group (42%), while the over-30 age group was relatively small (6%). Economically, this structure indicates that the majority of respondents fall within the productive young generation segment, which has a high social media usage intensity and a tendency towards trend-driven consumption.

The dominance of university students (56%) and school students (16%) reinforces the interpretation that the primary market for Instagram-based culinary accounts is a segment with exploratory preferences and a responsiveness to visual content. The managerial implication is that content strategies need to be tailored to the characteristics of the digital-native generation, such as the use of short videos, real-time interactions, and social experience-based promotions.

In the measurement model analysis using Confirmatory Factor Analysis (CFA), all indicators showed factor loadings >0.5 and t -values >1.96 , thus meeting the criteria for convergent validity. However, substantively, it is not only statistical significance that is important, but also the magnitude of the loadings. Indicators with high loadings (e.g., >0.7) indicate a relatively greater contribution to shaping perceptions of the latent construct, meaning certain content elements have stronger explanatory power in shaping awareness or liking than other indicators. This has economic implications, suggesting that promotional resource allocation should be focused on dimensions with the greatest contribution to the path to purchase intention.

Construct reliability (CR >0.7) and variance extracted (VE >0.5) values indicate good internal consistency. However, model robustness testing was conducted by comparing alternative specifications (e.g., without a stepwise mediator), and the results showed consistent coefficient direction, despite small variations in the magnitude of the indirect effect. This indicates that the model is relatively stable, but sensitivity to the mediation pathway should be recognized as a potential partial inconsistency.

Compared with previous empirical findings in the social media marketing literature, these results are consistent with the fact that content quality and community interaction significantly influence purchase intention. However, this study demonstrates that this influence operates primarily through psychological stages (awareness–conviction), rather than directly. Its economic contribution lies in understanding that increasing engagement alone is not enough; added value is created when the 5C strategy systematically builds a stepwise persuasion process. These findings enrich the digital marketing policy discussion by emphasizing the importance of conversion-based content design, not just visibility.

The Table 3 is a summary of the validity test. The manifest indicators X1 and X16 are invalid in measuring the latent construct of the study. The manifest indicator X1 (loading factor 0.22 and t -value 4.56) is a way of presenting a message with the statement of the Jogja Hanging Out questionnaire presents clear and easy-to-understand culinary promotional messages, which measures the latent construct of context. The interpretation of this result is that there is a possibility that the culinary promotion messages conveyed are not clear and difficult for respondents to understand.

Another invalid manifest indicator is X6 (loading factor 0.20 and t -value 3.91), which is a feed with the statement of the Jogja Hanging Out questionnaire has an interesting Instagram feed that measures the latent construct of content. The interpretation of the invalidity of this indicator is likely to occur because the Jogja Hangout feed provided is less attractive to respondents.

The manifest indicator that shows the highest validity is Y6 (factor loading 0.97 and t -value 23.81), which is my liking with the statement of the Jogja Hanging Out questionnaire has succeeded in making me prefer the culinary products offered that measure the latent construct of endogenous liking. This explains that 97% of latent constructs of liking are explained by this indicator. Furthermore, it can be interpreted that many of the research respondents liked the products offered by the Jogja Hanging Out culinary account.

The manifest indicator that shows the second highest validity is X16 (loading factor 0.96 and t -value 24.81). This indicator, reciprocity or feedback-with the statement of the follower questionnaire is willing to provide opinions and suggestions on Instagram to measure the latent construct of exogenous connection. The explanation is that the latent construct of 96% connection can be explained by this indicator. The interpretation is that many respondents like to give opinions and suggestions on Hanging Out in Jogja. After it has been statistically proven that 26 out of 28 manifest indicators (92.86%) can represent latent constructs in a valid and significant manner.

Table 3. Validity Test with Loading Factor and t-values

Indicator	Construct	Factor loading	t-values	valid	signif.
X1	Context	0.22	4.56	no	yes
X2	Context	0.74	17.65	yes	yes
X3	Context	0.61	12.76	yes	yes
X4	Context	0.79	19.27	yes	yes
X5	Content	0.80	18.17	yes	yes
X6	Content	0.20	3.91	no	yes
X7	Community	0.45	9.72	yes	yes
X8	Community	0.64	15.02	yes	yes
X9	Community	0.79	19.82	yes	yes
X10	Community	0.75	18.37	yes	yes
X11	Communication	0.52	11.49	yes	yes
X12	Communication	0.59	12.92	yes	yes
X13	Communication	0.49	10.43	yes	yes
X14	Communication	0.54	11.58	yes	yes
X15	Connection	0.75	17.54	yes	yes
X16	Connection	0.96	24.81	yes	yes
Y1	Awareness	0.72		yes	yes
Y2	Awareness	0.81	14.39	yes	yes
Y3	Knowledge	0.71		yes	yes
Y4	Knowledge	0.55	11.40	yes	yes
Y5	Liking	0.82		yes	yes
Y6	Liking	0.97	23.81	yes	yes
Y7	Preference	0.64		yes	yes
Y8	Preference	0.75	15.68	yes	yes
Y9	Conviction	0.89		yes	yes
Y10	Conviction	0.79	22.36	yes	yes
Y11	Intention to Purchase	0.82		yes	yes
Y12	Intention to Purchase	0.80	21.29	yes	yes
	average	0.68	15.32		

Source: Primary Data Processed (2024)

Construct reliability is a measure of the internal consistency of the indicators of a formed variable that shows the degree in which the variable is formed. Variance extracted is a measure of how much variance from an indicator is extracted by the variable being formed. A group of manifest indicators is declared reliable if the group of indicators has a construct reliability (CR) value above 0.70 ($CR > 0.70$), but if the research is still explanatory the value below 0.7 is still accepted. The recommended cut-off value of the extracted variance test is >0.50 . The Extracted variance (VE) value >0.50 indicates that the number of variances of the indicators extracted by the latent construct is greater than the variance of the error. Thus, the group of manifest indicators that have $VE > 0.50$ is statistically significant in measuring its construct. After calculating, the construct reliability (CR) and variance extracted (VE) values are obtained in the Table 4.

Table 4. Reliability Test with CR and VE Values

Construct ← Indicators	CR	AND	Description
Context ← X1 X2 X3 X4	0.708	0.409	Reliable – marginal
Content ← X5 X6	0.581	0.486	Reliable – marginal
Community ← X7 X8 X9 X10	0.767	0.461	Reliable – marginal
Communication ← X11 X12 X13 X14	0.774	0.462	Reliable – marginal
Connection ← X15 X16	0.862	0.850	Reliable – significant
Awareness ← Y1 Y2	0.787	0.736	Reliable – significant

Source: Primary Data Processed (2024)

Based on the results of table 4 above, it shows that the 28 manifest indicators used can reliably measure 11 latent contracts. All reliability values are above the minimum cut-off value, 0.5, with an average value of 0.769. For the measurement of 4 exogenous latent constructs, the reliability is less significant, namely for latent constructs of context, content, community and communication which have a significance level below 0.5. In confirmatory research, marginal values are still acceptable. The average significance value (VE) is 0.661, meaning it is above the minimum cut-off value of 0.5.

After statistical analysis shows that manifest indicators can validly and reliably measure the latent constructs of research (although not entirely perfect), the data analysis process can proceed to the goodness of fit statistics. This stage of statistical compatibility test will illustrate how the ideal model of Lisrel fits with the model compiled on the basis of research data. In research with Structural Equation Modelling (SEM), the level of compatibility between the research model and the ideal model made by Lisrel is a condition for the continuation of the discussion on the estimation of structural equations (Structural Equation). The estimation of this structural equation will determine whether the research hypothesis is accepted or rejected. Therefore, without an adequate level of model suitability, statistical tests on the proposed research hypotheses will not be valid and reliable.

Table 5. Statistical Match Test

Size	Critical Value Limit	Result	Description
Absolutely Fit Measures			
Minimum Fit Function Chi-square (χ^2)	≥ 0.05	0	Not Fit
Goodness of Fit Index (GFI)	≥ 0.9	0.62	Not Fit
	$0.8 \leq GFI < 0.9$		
Root Mean Square (RMR)	≤ 0.05	0.051	Not Fit
Root Mean Square of Approximation (RMSEA)	< 0.08	0.16	Not Fit
	< 0.05		
Incremental Fit Measures			
Adjusted Goodness of Fit Index (AGFI)	≥ 0.9	0.5	Not Fit
	$0.8 \leq AGFI < 0.9$		
Non-Normed Fit Index (NNFI)	≥ 0.9	0.86	Marginal Fit
	$0.8 \leq AGFI < 0.9$		
Normed Fit Index (NFI)	≥ 0.9	0.87	Marginal Fit
	$0.8 \leq AGFI < 0.9$		
Relative Fit Index (RFI)	≥ 0.9	0.85	Marginal Fit
	$0.8 \leq AGFI < 0.9$		
Comparative Fit Index (CFI)	≥ 0.9	0.88	Marginal Fit
	$0.8 \leq AGFI < 0.9$		
Parsimonious Fit Measures			
Parsimony Normed Fit Index (PNFI)	Higher grades are better	0.72	Good Fit
Parsimony Goodness of Fit Index (PGFI)	Higher grades are better	0.47	Good Fit

Source: Primary Data Processed (2024)

The suitability between the model and the research data was analyzed by looking at the results of the Statistical Match Test that appeared on the output of the LISREL application. In this output, Lisrel gave rise to 34 test criteria, ranging from degrees of freedom to parsimony goodness of fit index (PGFI). However, this study only used 12 parameters to test the statistical compatibility of the model. The results of the analysis can be seen in Table 5.

Based on the results in Table 5, it was found that of the 11 criteria used, 5 parameters showed not fit, 4 parameters were close to fit (marginal) and only 2 parameters were fit. This statistical match test description explains that the research model is not yet fit so it does not meet the requirements for the next stage of analysis (structural equation estimation stage). If it continues to the stage of estimating structural equations, of course, it will produce estimates that are not in accordance with the factual truth in the field (invalid and reliable). To overcome this, it is necessary to redefine the research model, namely an effort to modify the specifications of the research model that was submitted previously. The respecification of the model or modification of this model is intended to increase the conformity between the model specifications proposed by the researcher (on the basis of theoretical frameworks) and the model specifications made by Lisrel based on the research data that has been entered and processed.

The model in this study (Figure 1) was also respecified because after being tested for fit (goodness of fit statistics) many test criteria were not fit. The respecification of the model is carried out by adding a correlation path from conviction to awareness, from preference to knowledge, and from intention to preference. Related to the identification of adding a flow to the respecification, it can create a posting method for Nongkrong Jogja. The existence of a path between preference and knowledge shows that there is a relationship between the two. If an Instagram user has chosen the type of product they want, then the user will increase their knowledge about the desired product to compare the product with other products. This can make a posting method for Nongkrong Jogja, namely by utilizing the swipe feature. In the swipe feature, 1 post can upload as many as 10 photos. The first photo posted is a photo of the best seller menu, this is done to attract users' interest. The second photo and so on contain information about the restaurant, this is done to answer the user's curiosity if they want to increase their knowledge about the restaurant.

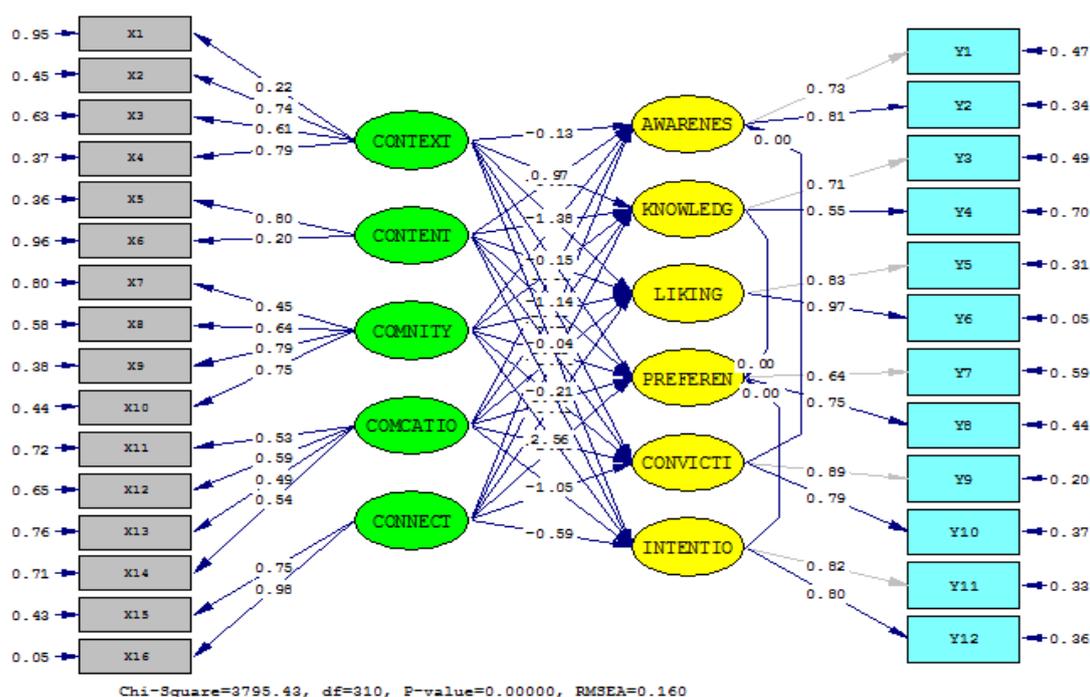


Figure 1. Model Respecification Drawings

In addition to adding correlation paths to a number of endogenous constructs, the model respecification is also carried out by adding covariance errors as suggested by Lisrel. The implementation of the two steps above, in accordance with Lisrel's suggestion, succeeded in increasing the level of model suitability (goodness of fit).

Table 6. Model Respecification Statistical Compatibility Test

Size	Critical Value Limit	Result	Description
Absolutely Fit Measures			
Minimum Fit Function Chi-square (χ^2)	≥ 0.05	0	Not Fit
Goodness of Fit Index (GFI)	≥ 0.9 $0.8 \leq \text{GFI} < 0.9$	0.81	Marginal Fit
Root Mean Square (RMR)	≤ 0.05	0.048	Good Fit
Root Mean Square of Approximation (RMSEA)	< 0.08 < 0.05	0.09	Marginal Fit
Incremental Fit Measures			
Adjusted Goodness of Fit Index (AGFI)	≥ 0.9 $0.8 \leq \text{AGFI} < 0.9$	0.81	Marginal Fit
Non-Normed Fit Index (NNFI)	≥ 0.9 $0.8 \leq \text{AGFI} < 0.9$	0.89	Marginal Fit
Normed Fit Index (NFI)	≥ 0.9 $0.8 \leq \text{AGFI} < 0.9$	0.9	Good Fit
Relative Fit Index (RFI)	≥ 0.9 $0.8 \leq \text{AGFI} < 0.9$	0.87	Marginal Fit
Comparative Fit Index (CFI)	≥ 0.9 $0.8 \leq \text{AGFI} < 0.9$	0.91	Good Fit
Parsimonious Fit Measures			
Parsimony Normed Fit Index (PNFI)	Higher grades are better	0.72	Good Fit
Parsimony Goodness of Fit Index (PGFI)	Higher grades are better	0.78	Good Fit

Source: Primary Data Processed (2024)

Based on the results in table 6, showed that of the 11 fit test criteria, 5 criteria were fit, 5 were marginal, and 1 criterion was not fit. Although it is not perfect, the above respecification model can generally be said to be fit and the next step (estimation of structural equations) is feasible.

Table 7. Hypothesis Test

Multiple Regression Between	R-Value	T-value	Description
Context+Content+Community+ Communication+Connection → Awareness	0,73	4,85	Accepted
Context+Content+Community+ Communication+Connection → Knowledge	0,97	2,37	Accepted
Context+Content+Community+ Communication+Connection → Liking	0,49	6,75	Accepted
Context+Content+Community+ Communication+Connection → Preference	0,35	-6,75	Accepted
Context+Content+Community+ Communication+Connection → Conviction	0,95	2,44	Accepted
Context+Content+Community+ Communication+Connection → Intention to Purchase	0,68	5,26	Accepted
Average	0,69	2,49	

Source: Primary Data Processed (2024)

Based on table 7, the results of the partial correlation hypothesis test above show that separately (partially) the components that make up the interface design of marketing communication (context, content, community, communication and connection) show negative and insignificant correlations, namely 19 partial correlation hypotheses or 63.3 percent are rejected. On the other hand, the multiple regression hypothesis test shows that all research hypotheses are accepted, namely 6 multiple regression hypotheses or 100 percent. This shows that separately the components that make up the interface design of marketing communication are less correlated with the components of buying interest (awareness, knowledge, liking, preference, conviction and intention to purchase). This is in line with the concept of integrating digital marketing communication elements described in the framework of contemporary theory. Several recent studies confirm that the components that make up the design of digital marketing interfaces such as context, content, community, communication, and connection will have a significant influence on consumer behavior when all of these elements work synergistically in one system that reinforces each other. This synergy forms a consistent brand experience and strengthens users' buying interest in the promoted product (Dwivedi et al., 2021; Tafesse & Wood, 2021).

3.2. DISCUSSION

The demographic profile of respondents in this study reveals that followers of the Jogja Hanging Out culinary account are predominantly female and concentrated in the 13 to 30 age group, which together represents 94% of the total sample. This pattern reflects the broader landscape of Instagram usage, where younger demographics and female users tend to dominate engagement with lifestyle and culinary content. This condition is consistent with previous findings that the younger generation is more responsive to social media-based marketing strategies that rely on compelling visualizations, short-form video content, and interactive features (Alalwan, 2018; Eslami et al., 2022). From a managerial standpoint, this demographic concentration implies that content strategies for culinary accounts should be intentionally designed to align with the preferences of digital natives, including the use of real-time interactions, community-based promotions, and visually driven storytelling.

The measurement model results indicate that 26 out of 28 indicators (92.86%) were valid and reliable in measuring their respective latent constructs, demonstrating adequate convergent validity and internal consistency across most dimensions of the 5C framework. However, two indicators failed to meet the validity threshold. Indicator X1, which relates to the clarity of promotional messages in the Context construct, and indicator X6, which relates to feed attractiveness in the Content construct, both recorded factor loadings below the 0.50 cutoff. These findings suggest that the way promotional messages are currently communicated may not be sufficiently clear or visually compelling to a portion of the audience, pointing to specific areas where content quality and message design require improvement. This is consistent with the view that the clarity and aesthetic coherence of digital content are foundational prerequisites for effective social media marketing (Ki et al., 2020)

When each of the 5C components was examined individually, the partial correlation analysis showed that 63.3% of partial hypotheses were rejected, indicating that no single component is independently sufficient to drive buying interest. This finding is theoretically significant because it challenges a reductionist view of digital marketing, where practitioners might assume that improving one dimension alone, such as posting more frequently or increasing visual quality, would be enough to influence consumer purchase intention. The results of this study suggest otherwise. The effectiveness of Instagram-based marketing communication is not located in any single component but emerges from the coordinated functioning of all five elements together. This interpretation is supported by the simultaneous analysis, where all six multiple regression hypotheses were accepted with an average R^2 of 0.69, meaning that approximately 69% of the variation in buying interest stages from awareness to intention to purchase can be explained when all 5C components operate as an integrated system.

This finding strengthens the theoretical argument for synergistic reinforcement within the 5C framework, where context, content, community, communication, and connection must be managed holistically rather than in isolation (Dwivedi et al., 2021; Tafesse & Wood, 2021).

The model fit analysis further revealed that the initial research model did not meet the required goodness of fit criteria and required respecification. After adding correlation paths between several endogenous constructs, particularly from preference to knowledge and from conviction to awareness, the model achieved an acceptable level of fit with 5 criteria classified as good fit and 5 as marginal fit. The addition of these paths is theoretically meaningful, as it reflects the non-linear nature of consumer decision-making on social media platforms. Specifically, the path from preference to knowledge suggests that once a user develops a preference for a product, they tend to actively seek out more detailed information to validate and deepen that preference, a behavior that is highly characteristic of Instagram users who use the platform's carousel and swipe features to explore menu options and restaurant details. This behavioral pattern provides a practical basis for content design strategies, such as leading carousel posts with visually appealing best-seller items followed by informational slides about the restaurant, in order to simultaneously stimulate preference and satisfy the user's growing desire for knowledge.

Taken together, the findings of this study confirm that the influence of Instagram marketing communication design on purchase intention does not operate through a single direct pathway but rather through a series of interconnected psychological stages. Increasing content volume or follower engagement alone is insufficient to generate meaningful purchase intention. Added value is created when the 5C strategy is implemented in a manner that systematically guides consumers through the awareness, knowledge, liking, preference, and conviction stages before reaching the point of purchase intention. This contribution enriches the existing digital marketing literature by emphasizing the importance of conversion-oriented content design over mere visibility, and by demonstrating that integrated communication frameworks produce more robust and predictable effects on consumer behavior than any isolated tactic could achieve (Godey et al., 2016; Tafesse & Wood, 2021).

4. CONCLUSION

Based on the results of data analysis and hypothesis testing, several key findings can be concluded as follows. Of the 28 indicators designed, 26 indicators (92.86%) were proven valid and statistically significant in measuring both exogenous and endogenous latent constructs. The average factor loading of 0.68 (>0.50) and average t-value of 15.32 (>1.96) indicate adequate convergent validity. Construct reliability was also considered good, with an average Construct Reliability (CR) of 0.77 (>0.70) and Variance Extracted (VE) of 0.66 (>0.50). Nevertheless, two indicators did not meet the validity criteria. The first is X1 with a factor loading of 0.22, which relates to message clarity in the Context construct, and the second is X6 with a factor loading of 0.20, which relates to feed attractiveness in the Content construct. These results suggest that instrument refinement remains necessary in future research.

When examined partially, each of the 5C components (Context, Content, Community, Communication, and Connection) individually showed weak and largely insignificant correlations with the buying interest components, with 63.3% of partial correlation hypotheses being rejected. This finding indicates that no single component is independently strong enough to influence the stages of purchase intention on its own, and that the effectiveness of each component is conditional upon the presence and reinforcement of the other components within an integrated system. When examined simultaneously, however, all five exogenous components had a strong and significant positive influence on the endogenous latent constructs, with an average R^2 of 0.69 and an average t-value of 2.49. This means that approximately 69% of the variation in each stage of buying interest from awareness through to intention to purchase can be explained by the marketing communication interface design when all components work together. All six multiple regression hypotheses were

accepted (100%), confirming that the 5C strategy exerts meaningful explanatory power over consumer psychological progression toward purchase.

The model fit analysis further showed that after respecification, the research model reached an acceptable level of fit, with 5 out of 11 criteria classified as good fit and 5 as marginal fit. The respecification involved adding correlation paths between several endogenous constructs, particularly from preference to knowledge and from conviction to awareness, which reflects the non-linear and iterative nature of consumer decision-making in the context of Instagram-based culinary content. This finding enriches the understanding that the persuasion process does not always follow a strictly sequential path. Taken together, these findings confirm that the influence of Instagram marketing communication design on purchase intention operates primarily through a series of psychological stages rather than directly, and that meaningful impact is achieved only when the 5C strategy systematically and synergistically builds a stepwise persuasion process that guides consumers from awareness through conviction and ultimately toward purchase intention.

In light of these findings, several suggestions and recommendations are proposed for both practitioners and future researchers. For practitioners, particularly content managers and digital marketing strategists of Instagram-based culinary accounts, the 5C framework should be treated as an integrated system rather than a collection of isolated tactics. Since no single component is sufficient on its own, content strategies should be designed to activate all five components simultaneously. High-quality visual content should be accompanied by contextually relevant captions, active community engagement, timely two-way communication, and features that encourage reciprocal interaction such as polls, questions, and opinion boxes. Given that the respondent base is predominantly young digital natives aged 13 to 30, content formats such as short videos, swipe-through carousel posts, and real-time interactive features are particularly recommended to maximize engagement across all stages of buying interest. Resource allocation should also prioritize dimensions with the highest factor loadings, as indicators such as X16 (reciprocity and feedback, loading 0.96) and Y6 (liking, loading 0.97) suggest that fostering genuine two-way interaction and emotional connection with the audience contributes most strongly to building purchase conviction.

For future researchers, the use of longitudinal or experimental research designs is recommended to test the stability and causal direction of the relationships identified in this study, as cross-sectional data limits causal inference. Expanding the study population beyond the Yogyakarta region and diversifying the demographic profile of respondents would strengthen external validity and allow for more generalizable conclusions. Exploring potential moderating variables such as intensity of social media use, prior familiarity with the account, or actual purchasing power may also reveal important boundary conditions for the effectiveness of the 5C framework. Finally, refining the measurement instruments by revising indicators X1 and X6, which failed to meet validity criteria in this study, is encouraged to improve model fit and measurement precision in subsequent research.

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