THE INFLUENCE OF INSTAGRAM PROMOTION ON UMRAH PRODUCT PURCHASE DECISIONS AT PT KAISA ROSSIE TOUR AND TRAVEL

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Abstract
This study aims to analyze the influence of Instagram promotion strategies on consumer purchasing decisions at PT Kaisa Rossie Tour & Travel. Using a quantitative approach, data were collected through online questionnaires distributed via Google Forms to 200 consumers who had used the company's services. The data were analyzed using simple linear regression with the assistance of SPSS software. The analysis reveals that Instagram promotion has a positive and significant effect on consumer purchasing decisions, indicating that more effective promotional activities lead to a higher tendency among consumers to make a purchase. This finding highlights the crucial role of digital promotion strategies in shaping consumer behavior, particularly in the travel and tourism industry. The results provide practical implications for PT Kaisa Rossie Tour & Travel in formulating marketing strategies that utilize Instagram more effectively to enhance purchasing decisions.

Keywords*: Digital Marketing, Purchase Decision, Instagram, Promotion, Social Media, Umrah*

INTRODUCTION

Digital marketing is one of the most strategic assets with highly significant value, particularly in the service sector such as the Umrah travel industry. Based on the author's internship experience at PT Kaisa Rossie Tour & Travel, it was found that the company's success is not solely determined by the technical quality of the travel services provided, but is also strongly influenced by how the company is perceived as a whole by consumers. Digital marketing is also defined as a promotional activity aimed at promoting a brand, product, or service using digital media (Chaffey & Ellis-Chadwick, 2019).

In the digital era, marketing strategies no longer rely solely on conventional methods such as print advertising, radio, or billboards. At present, a company's marketing activities are largely shaped by digital promotion efforts conducted interactively and participatively, particularly through social media. One of the most influential social media platforms is Instagram, a photo- and video-sharing platform that has now evolved into a medium for promotion, communication, and direct interaction between companies and consumers. Social media encourages active participation from anyone interested by providing space for contributions, open feedback, comments, and the rapid exchange of information without time limitations (Hauer in Syahbani & Widodo, 2017: 49–50).

PT Kaisa Rossie Tour & Travel, as an Umrah travel agency that has been established for more than 20 years, is not exempt from this phenomenon. Based on observations during the internship, it was found that many consumers became aware of the company's services through information shared on Instagram, whether in the form of posts, stories, or direct interactions with the company's official account. This indicates that Instagram promotion plays a crucial role in attracting prospective pilgrims and increasing the sales of Umrah packages. However, the digital promotion strategies implemented by the company still require improvement to become more structured and measurable, enabling the company to remain competitive in the increasingly dynamic travel service market. From a marketing management perspective, Instagram promotion is considered an efficient strategy due to its organic, interactive nature and its broad reach at relatively low cost. Engaging visual content can strengthen brand image, build trust, and encourage consumers to make purchasing decisions.

Therefore, the management of Instagram promotion requires special attention to ensure that the content disseminated remains relevant, engaging, and contributes positively to purchasing decisions. According to Hauer in Syahbani & Widodo (2017), social media promotion strategies can be categorized into four key indicators: context, communication, collaboration, and connection. These indicators play a role in building emotional closeness with consumers while creating stronger engagement with the company. The better these strategies are implemented, the greater the opportunity for the company to enhance the attractiveness of its products and services.

Based on this, it is essential for PT Kaisa Rossie Tour & Travel to formulate an effective digital promotion strategy, particularly through Instagram. An analysis of these promotional strategies aims to identify the extent to which Instagram promotion influences purchasing decisions for Umrah products and to evaluate the effectiveness of its implementation. By understanding the strengths and weaknesses of the current Instagram promotion efforts, the company can take strategic steps to increase sales performance, strengthen its brand image, and maintain its competitiveness in the increasingly dynamic Umrah travel industry.

METHOD

This study employs a quantitative descriptive method to analyze the influence of Instagram promotion on purchasing decisions at PT Kaisa Rossie Tour & Travel. The quantitative approach was selected due to its ability to systematically examine relationships between variables through measurable data. The unit of analysis in this study is the followers and customers of PT Kaisa Rossie Tour & Travel's Instagram account, with a focus on individuals who have been exposed to the company's promotional content.

Data were collected through online questionnaires distributed via Google Form to respondents consisting of Instagram followers and customer communities of PT Kaisa Rossie Tour & Travel. This research was conducted during July–August 2025. In addition, secondary data were obtained from relevant literature, company archives, and supporting documents. The data analysis process involved descriptive statistics to summarize respondent profiles, as well as simple linear regression analysis to test the effect of Instagram promotion (independent variable) on purchasing decisions (dependent variable). To ensure the accuracy of the findings, validity and reliability tests were conducted on the research instrument.

RESULTS

Validity Test

The validity test was conducted to determine whether each statement in the questionnaire or data collection instrument is appropriate for use, and whether the data obtained can be considered accurate and reliable. This test was applied to each item of the Instagram promotion and purchase decision variables.

Table 1 Validity Test Result

Item Statement	*Persons's Correlations*	r-Table	Validity
INSTAGRAM PROMOTION			
X1	0,294	0,138	Valid
X2	0,413	0,138	Valid
X3	0,377	0,138	Valid
X4	0,669	0,138	Valid
X5	0,828	0,138	Valid
X6	0,527	0,138	Valid
X7	0,517	0,138	Valid
X8	0,454	0,138	Valid

X9	0,473	0,138	Valid
X10	0,190	0,138	Valid
X11	0,357	0,138	Valid
X12	0,212	0,138	Valid
X13	0,380	0,138	Valid
X14	0,150	0,138	Valid
PURCHASE DECISION			
Y1	0,537	0,138	Valid
Y2	0,474	0,138	Valid
Y3	0,596	0,138	Valid
Y4	0,418	0,138	Valid
Y5	0,449	0,138	Valid
Y6	0,532	0,138	Valid
Y7	0,366	0,138	Valid
Y8	0,486	0,138	Valid
Y9	0,448	0,138	Valid
Y10	0,398	0,138	Valid
Y11	0,542	0,138	Valid
Y12	0,504	0,138	Valid
Y13	0,332	0,138	Valid
Y14	0,494	0,138	Valid

Source: SPSS Output Results, 2025

Based on the analysis, a comparison was conducted between the calculated r values and the r table values. The calculated r values represent the correlation results obtained from respondents' responses to each statement in the analyzed variables using SPSS software. The Pearson correlation values for all statements in the analyzed variables were greater than the r table value of 0.138 at a 5% significance level. This indicates that the indicators of Instagram promotion and purchase decisions are reliable and possess high validity in collecting accurate data, as overall, the calculated r values exceed the r table values.

Reliability Test
The reliability test is a process aimed at determining the extent to which a measurement instrument can be trusted. In this study, reliability testing was conducted to ensure that the questionnaire administered to respondents met the criteria for consistency and dependability.

Table 2 Reliability Test Results

Variabel	Cronbach's Alpha	N of Items
Promosi Instagram (X)	0,663	14
Keputusan Pembelian (Y)	0,709	14

Source: SPSS Output Results, 2025

Based on the analysis, the Cronbach's Alpha for variable X is 0.663 > 0.6, indicating that all items in variable X have values greater than 0.6. Therefore, it can be concluded that variable X is reliable. Reliability here means there is consistency in respondents' answers to the indicators provided in the questionnaire.
The Cronbach's Alpha for variable Y is 0.709 > 0.6, indicating that all items in variable Y also have values above 0.6. Hence, variable Y is considered reliable, meaning respondents answered the

proposed indicators consistently. Consequently, the statements in both variables X and Y are considered consistent and suitable for use in the data collection process of this study.

Simple Linear Regression Analysis Test

This study uses a simple linear regression analysis to determine the magnitude of the positive effect of Instagram promotion on purchase decisions, as well as to predict the value of purchase decisions if the Instagram promotion value increases or decreases.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28.856	1.601		18.025	<.001
	Promosi Instagram	.637	.034	.799	18.665	<.001

a. Dependent Variable: Keputusan Pembelian

Figure 1 Results of Simple Linear Regression Test

Figure 1 shows that the constant (a) is 28.856, while the Instagram promotion coefficient (b/regression coefficient) is 0.637. Based on these results, the regression equation can be formulated as follows:

$$Y = a + bX + e$$
$$Y = 28.856 + 0.637X$$
s

The above equation can be interpreted as follows: the constant of 28.856 indicates that the baseline value of the purchase decision variable is 28.856. The regression coefficient for X of 0.637 indicates that for every 1-unit increase in Instagram promotion, the purchase decision increases by 0.637 units. The positive value of the regression coefficient suggests that the direction of the influence of Instagram promotion (variable X) on purchase decisions (variable Y) is positive. Based on the significance value obtained from the table, which is 0.000 < 0.05, it can be concluded that Instagram promotion (X) has a significant effect on purchase decisions (Y).

Partial Test (t-Test)

The t-test is conducted to determine the extent of the effect of an independent variable on a dependent variable. If the significance value (Sig.) is less than 0.05, the variable is considered to have a significant effect on the other variable.

Table 3. Partial Test Results (t-Statistic Test)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	28.856	1.601		18.025	.000

Instagram Promotion	.637	.034	.799	18.665	.000

a. Dependent Variable: Puchase Decision

Based on Table 3, it can be seen that the calculated t-value of 18.665 is greater than the t-table value of 1.972, with a significance value of 0.000 < 0.05. It can be concluded that Instagram promotion has a positive and significant effect on purchase decisions, because the calculated t-value > t-table and the significance value is less than 0.05, leading to the rejection of H_0 and the acceptance of Ha. This indicates that the Instagram promotions conducted have a positive and significant influence on purchase decisions. Therefore, the hypothesis stating that Instagram promotion positively and significantly affects purchase decisions is accepted. In other words, the more effective the promotions carried out via Instagram, the higher the likelihood that consumers will make a purchase.

Simultaneous Test (F-Test)
The F-test or simultaneous test aims to measure whether the Instagram promotion variable has a joint effect on purchase decisions and to determine the magnitude of this effect.

Table 4 Simultaneous Test Results (F-Test)
ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2356.471	1	2356.471	348.401	.000b
	Residual	1339.209	198	6.764		
	Total	3695.680	199			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Instagram Promotion

Based on Table 4 in the ANOVA table, the calculated F-value is 348.401 with a significance level of 0.000 (< 0.05). This indicates that Instagram promotion has a significant simultaneous (joint) effect on the purchase decision variable.

Coefficient of Determination (R Square)
The R^2 test, or coefficient of determination test, is conducted to measure the extent to which the Promotion variable, collectively, contributes to the Purchase Decision variable.

Table 5 Coefficient of Determination (R Square) Test Results
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799[a]	.638	.636	2.601

a. Predictors: (Constant), Instagram Promotion

b. Dependent Variable: Purchase Decision

From the results in Table 5, it is observed that the R^2 value is 0.638, or 63.8%. This indicates that Instagram promotion simultaneously influences purchase decisions by 63.8%, while the remaining 36.2% is affected by other variables not examined in this study.

DISCUSSION

Based on the research findings, in general, the four indicators of Instagram promotion namely context, communication, collaboration, and connection contribute positively to purchase decisions. Although the communication indicator is still categorized as neutral, regression analysis shows that, overall, the Instagram promotion variable has a significant effect on purchase decisions. In other words, the better the content (context), the effectiveness of communication, the interaction established (collaboration), and the emotional bonds formed (connection), the higher the likelihood that consumers will make a purchase of PT Kaisa Rossie Tour & Travel's Umrah products.

Based on the results of the simple linear regression analysis, it is known that Instagram promotion has a positive effect on purchase decisions. This can be seen from the regression equation:

$$Y = 28.856 + 0.637X$$

The regression coefficient of 0.637 indicates that each one-unit increase in Instagram promotion will increase purchase decisions by 0.637 units. In other words, the more effective the promotion carried out through Instagram, the higher the likelihood that consumers will make a purchase decision.

The results of the partial test (t-test) further reinforce this finding. The calculated t-value of 18.665 is greater than the t-table value of 1.972, with a significance level of 0.000 < 0.05. This indicates that Instagram promotion has a positive and significant effect on purchase decisions. Therefore, the hypothesis stating that Instagram promotion positively and significantly affects purchase decisions is accepted.

Moreover, the results of the simultaneous test (F-test) also show that Instagram promotion collectively influences purchase decisions. This is evidenced by a calculated F-value of 348.401, which is greater than the F-table value of 3.89, with a significance level of 0.000 < 0.05. Hence, it can be concluded that Instagram promotion has a significant simultaneous effect on purchase decisions.

Furthermore, the coefficient of determination (R^2) test yields a value of 0.638, or 63.8%. This means that the Instagram promotion variable contributes 63.8% to the purchase decision variable, while the remaining 36.2% is influenced by other variables outside the scope of this study, such as price factors, service quality, or consumer trust.

In conclusion, the results of this study indicate that Instagram promotion conducted by PT Kaisa Rossie Tour & Travel is proven effective in influencing the purchase decisions of Umrah products. This implies that the more optimal the utilization of social media in promotional activities, the greater the likelihood of consumer purchase decisions occurring.

CONCLUSION

This study was conducted to analyze the effect of Instagram promotion on purchase decisions for Umrah products at PT Kaisa Rossie Tour & Travel. Based on the data analysis and discussion in the previous chapter, it can be concluded that Instagram promotional activities have a positive and significant effect on purchase decisions. This finding indicates that the more effective the promotion strategy implemented through Instagram, the greater the likelihood that consumers will decide to make a purchase.

Furthermore, the indicators of communication, context, collaboration, and connection used in Instagram promotion contribute at different levels to influencing consumer decisions. Among these, the connection indicator demonstrates the highest influence, suggesting that promotional efforts capable of creating an emotional bond with consumers are the most effective in driving purchase decisions. Overall, Instagram promotion accounts for 63.8% of the variance in purchase decisions, while the remaining 36.2% is explained by other factors beyond the scope of this study.

Recommendations

Based on the results of the analysis and discussion of this study, several recommendations are proposed. For PT Kaisa Rossie Tour & Travel, it is recommended to continuously improve the quality of its promotional strategies and the performance of existing programs, particularly by maximizing the use of Instagram, digital advertisements, and direct marketing activities as tools for promotion and consumer engagement. These efforts can help attract more prospective customers, strengthen purchase decisions, and increase overall sales.

In addition, PT Kaisa Rossie Tour & Travel is encouraged to be more creative in designing promotional content by incorporating elements such as customer testimonials, special offers, and more detailed information about travel packages. Doing so will help build customer trust and encourage them to make purchase decisions with greater confidence.

For future researchers, it is suggested to include additional variables that were not examined in this study, such as price, service quality, and brand image, to provide a more comprehensive understanding of the factors influencing purchase decisions. Furthermore, future studies are encouraged to broaden the scope of research objects or explore other social media platforms, such as TikTok or Facebook, in order to compare the effectiveness of each platform in supporting sales growth.

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