

ABSTRACT

THE INFLUENCE OF LOCATION AND INSTAGRAM SOCIAL MEDIA MARKETING ON VISITORS' PURCHASE INTENTION AT SIDES AT GELORA

This study examines the influence of location and Instagram-based social media marketing on consumers' purchase intention at Sides at Gelora, a consignment store in the strategic Braga area of Bandung City. The research problem arises from the low conversion of visitors into buyers and declining sales of local products, which may stem from shifting market trends and the relatively weak performance of Instagram marketing, as reflected in its low engagement-to-follower ratio. Using a quantitative approach, data were collected through questionnaires distributed to 100 respondents, supported by interviews, observations, and secondary data. Analytical techniques included validity and reliability testing, classical assumption tests, multiple linear regression, as well as t- and F-tests. The results demonstrate that both location (X1) and Instagram-based social media marketing (X2) significantly and positively influence purchase intention (Y), both individually and simultaneously. Nevertheless, the descriptive analysis indicates that the average scores of these variables remain relatively low, suggesting suboptimal implementation of current strategies. These findings emphasize the importance of physical location as a determinant of consumer access and visibility, while also underlining Instagram's role as a digital channel for engagement and persuasion. Accordingly, the study highlights the need for an integrated strategy that combines the strengths of physical and digital marketing to enhance consumer purchase intention and support the sustainability of local brands operating under the consignment model at Sides at Gelora.

Keyword: Purchase Intention, Location, Social Media Marketing, Instagram Engagement, Consignment Store, Consumer Behavior, Retail

ABSTRAK

PENGARUH LOKASI DAN PEMASARAN SOSIAL MEDIA INSTAGRAM TERHADAP NIAT BELI PENGUNJUNG DI SIDES AT GELORA

Penelitian ini mengkaji pengaruh lokasi dan pemasaran media sosial Instagram terhadap niat beli konsumen di Sides at Gelora, sebuah toko konsinyasi yang berlokasi strategis di kawasan Braga, Kota Bandung. Permasalahan penelitian berangkat dari rendahnya konversi pengunjung menjadi pembeli serta penurunan penjualan produk lokal, yang diduga disebabkan oleh perubahan tren pasar dan kurang efektifnya pemasaran melalui Instagram, sebagaimana tercermin dari rendahnya rasio engagement terhadap jumlah pengikut. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner yang dibagikan kepada 100 responden, serta didukung wawancara, observasi, dan data sekunder. Teknik analisis meliputi uji validitas, reliabilitas, asumsi klasik, regresi linier berganda, serta uji t dan uji F. Hasil penelitian menunjukkan bahwa baik variabel lokasi (X1) maupun pemasaran media sosial Instagram (X2) berpengaruh positif dan signifikan terhadap niat beli (Y), baik secara parsial maupun simultan. Namun, hasil deskriptif memperlihatkan rata-rata skor yang relatif rendah, menandakan bahwa strategi yang diterapkan belum optimal. Temuan ini menekankan pentingnya lokasi fisik sebagai penentu aksesibilitas dan visibilitas konsumen, sekaligus menyoroti peran Instagram sebagai saluran digital untuk membangun keterlibatan dan persuasi. Oleh karena itu, integrasi strategi fisik dan digital diperlukan untuk meningkatkan niat beli konsumen serta mendukung keberlanjutan produk lokal dalam sistem konsinyasi di Sides at Gelora.

Kata Kunci: Niat Beli, Strategi Lokasi, Pemasaran Media Sosial, Keterlibatan Instagram, Toko Konsinyasi, Perilaku Konsumen, Strategi Ritel