

The Effect of Instagram Content on Purchase Interest at Hard Rock Hotel Bali

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ABSTRACT

The rapid growth of the hospitality industry has intensified competition in attracting consumer purchase intentions, making effective Instagram content planning a key strategy. At Hard Rock Hotel Bali, despite an increase in content quantity and engagement on Instagram throughout 2024, the number of direct message inquiries declined. This study seeks to investigate the impact of Instagram content on consumers' purchase intentions. Data were gathered through an online questionnaire administered to 100 respondents who follow the Hard Rock Hotel Bali Instagram account, selected using purposive sampling. The data were analyzed using simple linear regression, the coefficient of determination (R^2), and the t-test. The findings indicate that Instagram content exerts a positive and significant influence on purchase intention, as demonstrated by a significance value of 0.001 (< 0.05) and a t-value of 12.360, which surpasses the t-table value of 1.660. Furthermore, the coefficient of determination reveals that Instagram content accounts for 60.9% of the variance in purchase intention, while the remaining 39.1% is attributed to other factors beyond the scope of this study. This research is expected to assist Hard Rock Hotel Bali in enhancing the quality of its Instagram content to effectively boost consumer purchase intentions.

INTRODUCTION

The growth of the tourism industry in Indonesia, especially in the province of Bali, continues to show a positive trend as a major destination for domestic and foreign tourists. In this context, the hospitality sector has become one of the backbones that directly supports the growth of tourism, both in terms of accommodation, service, and the experience offered to tourists. Competition between hotels is also getting tougher, requiring management to devise marketing strategies that are not only conventional but also utilize digital channels. Occupancy rates are the most concrete indicator of a hotel's performance, as they reflect the hotel's ability to convert consumer interest into actual room reservations. Based on Hard Rock Hotel Bali's internal data, there has been a significant fluctuation in occupancy over the last 3 years, from 67.5% (2022) to 73.2% (2023), but then declining again to 65.8% in 2024. This is a serious concern, especially since the decline occurred amid intensified digital promotions through the Instagram social media platform.

Instagram, as a visual-focused digital networking platform, has become a highly effective communication channel for marketing products and services, especially in the hospitality industry, which relies heavily on visual appeal. This platform allows companies to convey their brand message in a personal and emotional way through photo and video content, as well as interactive features such as stories, reels, and direct messages. Hard Rock Hotel Bali is a hotel that actively uses Instagram as its main promotional medium. The hotel has consistently increased the quantity of its content uploads from year to year. The number of published content increased from 331 uploads in 2022 to 344 in 2023, and rose significantly to 401 uploads in 2024. At the same time, the number of followers also surged, from 35,985 in 2022 to 54,287 in 2024. Complete data on content and follower growth can be illustrated in Table 1.

Table 1. Total Content and Followers Instagram Hard Rock Hotel Bali

Year	Amount of Content	Number of Followers
2022	331	35.985
2023	344	39.574
2024	401	54.287

Although content and follower growth show positive trends, this does not necessarily have an impact on deeper indicators, namely engagement and conversion. One social media performance indicator that can reflect purchasing interest is the engagement rate, which includes likes, comments, saves, account reach, and impressions. Based on the data collected, all engagement elements have increased numerically from year to year. However, there is a striking imbalance between the amount of content produced and the audience reach achieved. For example, an increase in the number of posts by 57 pieces of content in 2024 only resulted in an additional account reach of 85,118. In contrast, in 2023, an increase in posts by only 13 pieces of content resulted in an increase in account reach of up to 617,243. This shows that an increase in the quantity of content does not guarantee the quality of interaction or impact on the audience.

Table 2. Instagram Engagement Data for Hard Rock Hotel Bali

Year	Likes	Comments	Saves	Account Reach	Impressions
2022	52.298	871	2.485	7.576.879	10.540.223
2023	56.76	924	2.982	8.194.122	10.894.450
2024	59.733	1.011	4.925	8.279.240	11.662.110

This phenomenon reinforces the assumption that content quality, including relevance, accuracy, informational value, and visual aesthetics, is more decisive in building user engagement than simply the quantity of posts. This also means that content strategies that are not supported by a targeted communication approach can be ineffective. The impact is not only on stagnant engagement, but also on actual conversions such as requests for further information or direct room bookings through digital channels. In this context, inquiries via Instagram's Direct Message (DM) feature are a key indicator of measurable purchase interest. Ironically, the number of inquiries has actually decreased dramatically in 2024, even though content and the number of followers are at their peak. The details are outlined in Table 3 below.

Table 3. Total Direct Messages Questions Instagram Hard Rock Hotel Bali

Year	Target Inquiry	Realization	Difference
2022	52	46	-6
2023	52	57	5
2024	64	42	-22

The data indicates that the digital strategy implemented has not been entirely successful in driving concrete purchasing actions. This fact reinforces the urgency of a comprehensive evaluation of the Instagram content strategy used by Hard Rock Hotel Bali. The failure to achieve inquiry targets, despite an increase in all social media activity indicators, is evidence that there is a mismatch between the content produced and the expectations or needs of the target market. This is usually caused by various factors such as visual fatigue, untimely posting, lack of interactive elements, or the absence of a strong call-to-action in each piece of content.

Literature studies show that social media content can influence consumer behavior. Research by Afiah & Vera (2020), Mercius & Utami (2022), and Arqam & Maulianza (2023) states that Instagram content can have a significant effect on consumer purchasing interest, although most of it is done in the retail and culinary sectors. In the context of the hospitality industry, this type of research is still limited, even though the decision to purchase hotel services is more complex

because it involves emotional and visual experiences, as well as trust factors. Therefore, more specific and contextual research is needed to examine how Instagram content influences the purchasing interest of consumers of hospitality services.

This study attempts to fill the gap by specifically examining the influence of Instagram content on consumer purchasing interest at Hard Rock Hotel Bali. By applying a quantitative approach and simple linear regression analysis techniques, this study involved 100 respondents who were active followers of the hotel's Instagram account and had interacted with or viewed content posted by the account. The independent variable in this study is Instagram content, which is measured based on indicators of relevance, accuracy, informational value, consistency, ease of understanding, and visibility. Meanwhile, the dependent variable is purchasing interest, with indicators of transactional, referential, preferential, and exploratory interest as proposed by Ferdinand (2017).

Through this research, it is hoped that a deeper understanding will be gained regarding the extent to which Instagram content truly drives consumer purchasing interest, particularly in the context of hospitality. The results of this study will not only contribute theoretically to the field of digital marketing and consumer behavior, but will also have practical implications for hotel management in designing social media content strategies that are not only aesthetically appealing, but also effective in driving purchasing decisions. In addition, this study can serve as a starting point for the development of similar research in other hospitality sectors.

LITERATURE REVIEW

Instagram Content

Instagram content is any form of visual information such as photos, videos, stories, and reels published through the Instagram platform for the purposes of communication, promotion, and building interaction between brands and audiences. In the realm of digital marketing, Instagram is not only a channel for sharing images, but also a strategic tool for creating brand image, increasing customer engagement, and stimulating consumer action. According to Milhinhos (2015), the effectiveness of content is determined by six main indicators, namely relevance (the suitability of content to the needs of the audience), accuracy (clarity and accuracy of information), value (content provides benefits, entertainment, or inspiration), ease of understanding (messages are conveyed clearly), visibility (ease of discovery on the platform), and consistency (regular and continuous content delivery). In the context of the hospitality industry, Instagram content that depicts the hotel atmosphere, facilities, promotions, and guest testimonials can shape the perceptions and expectations of potential customers. Thus, the quality of the content displayed plays a significant role in creating an emotional connection with the audience, which can ultimately drive purchase interest or reservation actions.

Interest in Buying

Purchase intention is a consumer's psychological attitude or tendency that indicates an interest in purchasing a product or service through a process of

evaluating information and considering benefits. Ferdinand (2017) states that purchase intention reflects a person's readiness to make a transaction and is divided into four indicators, namely: (1) transactional interest, which is the desire to buy directly; (2) referential interest, which is the urge to recommend a product to others; (3) preferential interest, which is a preference or liking for a particular brand over its competitors; and (4) exploratory interest, which is the desire to seek more information about a product before purchasing. In the digital context, purchase interest can be stimulated by attractive visual experiences, positive testimonials, and easy access to product information conveyed through social media. Thus, purchase interest can be influenced by opinions about the quality of service and content presented by brands on platforms such as Instagram.

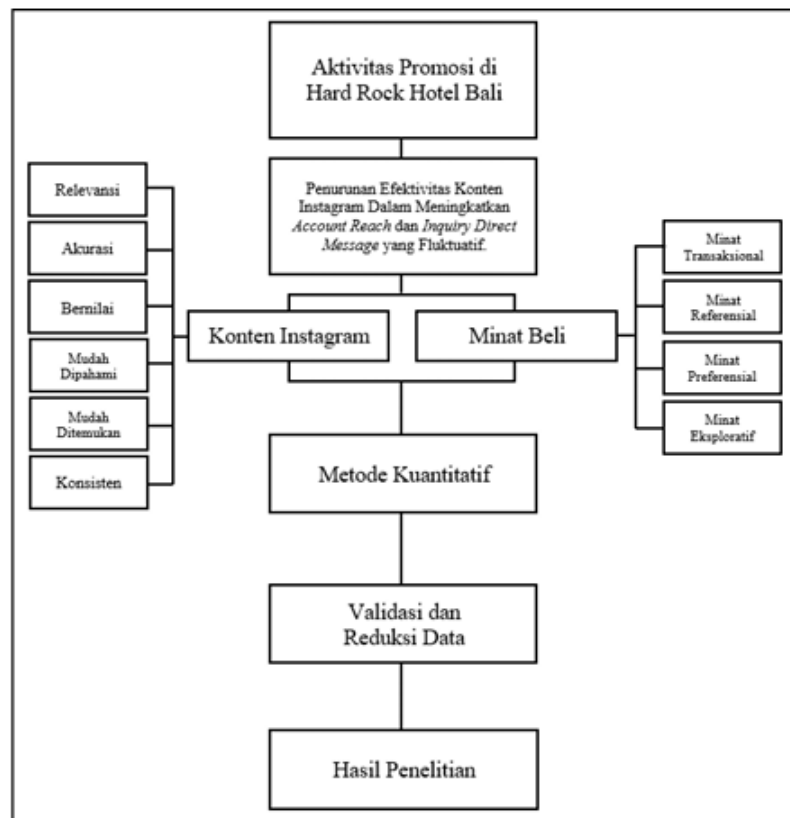


Figure 1. Conceptual Framework

METHODOLOGY

This study applies a quantitative approach with an associative type to examine the impact of Instagram content variables (X) on purchasing interest (Y) at Hard Rock Hotel Bali. The research location was Hard Rock Hotel Bali, Kuta, with the research object being the hotel's official Instagram account and the influence of its content on consumer behavior. The population in this study was all followers of the Hard Rock Hotel Bali Instagram account, while the sample was determined using purposive sampling and consisted of 100 respondents who met the criteria: had followed the hotel's Instagram account, had seen the content, and actively used Instagram at least three times a day. Data was obtained through an online questionnaire using a Likert scale and analyzed using validity and reliability tests, simple linear regression tests, the coefficient of determination (R^2), and t-tests to determine the significance of the influence. This

study was conducted to examine the extent to which Instagram content has a positive and significant impact on consumer purchasing interest and to provide an empirical basis for formulating more effective digital marketing strategies in the hospitality sector.

RESEARCH RESULT

Validity Test Results

The validity test aims to assess the extent to which the statements in the survey are able to measure the accuracy of the variables being studied..

Table 2. Summary of Validity Test Results

Variabel	Item	r_{hitung}	Keterangan
Konten Instagram (X)	X1	0,691	Valid
	X2	0,609	Valid
	X3	0,613	Valid
	X4	0,654	Valid
	X5	0,624	Valid
	X6	0,728	Valid
	X7	0,538	Valid
	X8	0,730	Valid
	X9	0,711	Valid
	X10	0,652	Valid
	X11	0,672	Valid
	X12	0,659	Valid
Minat Beli (Y)	Y1	0,847	Valid
	Y2	0,850	Valid
	Y3	0,832	Valid
	Y4	0,834	Valid
	Y5	0,847	Valid
	Y6	0,850	Valid
	Y7	0,832	Valid
	Y8	0,834	Valid

In this study, validity was tested using the Pearson correlation method, by comparing the r_{hitung} value to the r_{tabel} at a significance level of 0.05 and a degree of freedom (df) of 98 ($n = 100$, so $df = n - 2 = 98$). Based on the reference distribution of r values (Pratiwi, 2017), the r_{tabel} value obtained was 0.166. The results of testing all statement items showed that the r_{count} value for the Instagram content variable (X) ranged from 0.538 to 0.730, and for the purchase interest variable (Y) ranged from 0.832 to 0.850. All values exceed the minimum r_{tabel} limit, which means that all items are valid and suitable for further analysis. Thus, the questionnaire in this study has high accuracy in measuring the indicators of both variables.

Reliability Test Results

After the instrument was declared valid, a reliability test was conducted to determine the extent to which the questionnaire could provide consistent and stable results when repeated under similar conditions.

Table 3. Reliability Test Results

Variabel	Total Item Pernyataan	Cronbach Alpha	Keterangan
Konten Instagram (X)	12	0,882	Reliabel
Minat Beli (Y)	8	0,940	Reliabel

This test uses Cronbach's Alpha coefficient, with a value above 0.60 indicating a reliable instrument (Sugiyono, 2018). The test results show that the Instagram content variable (X) has a Cronbach's Alpha value of 0.882, while the purchase interest variable (Y) has a value of 0.940. Both values far exceed the minimum threshold, so it can be concluded that all questionnaire items have excellent internal consistency and are suitable for application in research.

Normality Test Results

The normality test was applied to analyze data in a normally distributed regression model. The method used was Kolmogorov-Smirnov with a significance value (Asymp. Sig.) above 0.05 distributed normally. Based on the test results, a significance value of $0.108 > 0.05$ was obtained. Thus, the final data in this regression model is normally distributed, which means that the basic assumptions of regression are met and further analysis can be continued with valid and reliable results.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.02096348
Most Extreme Differences	Absolute	.081
	Positive	.055
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed) ^c		.108
Monte Carlo Sig. (2-tailed) ^d	Sig.	.107
	99% Confidence Interval	Lower Bound
		.099
		Upper Bound
		.115

a. Test distribution is Normal.

b. Calculated from data

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Heteroscedasticity Test Results

The heteroscedasticity test aims to test whether there is variance inequality of residuals between observations. This study uses the Glejser test by comparing the significance value of the regression between the absolute value of the residual and the independent variable. The test results show a significance value of 0.062, which is greater than the limit of 0.05. Therefore, it can be concluded that the regression model in this study is free from heteroscedasticity, meaning that there is equality of residual variance between observations, which indicates the stability of the regression model.

Table 5. Heteroscedasticity Test Results

Coefficients^a					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1. (Constant)	7.583	1.595		4.754	.007
Konten Instagram	-.103	.030	-.323	-3.375	.062
a. Dependent Variable: RES2					

Simple Linear Regression Analysis

Simple linear regression analysis was applied to analyze the impact of independent variables (Instagram content) on dependent variables (purchase interest). Based on the data processing output using SPSS version 29, a constant value of 4.982 and an Instagram content variable regression coefficient of 0.596 were obtained. This resulted in the following regression equation:

$$Y = 4,982 + 0,596X \dots \dots \dots (1)$$

The above equation states that if there is no Instagram content activity ($X = 0$), then the purchase interest score (Y) is 4.982. The regression coefficient of 0.596 means that every 1-unit increase in perception of Instagram content will increase purchase interest by 0.596 units. Since the regression coefficient is positive, it can be concluded that Instagram content has a positive effect on consumer purchase interest at Hard Rock Hotel Bali. The better the content displayed, the higher the likelihood that consumers will be interested in booking or purchasing hotel services.

Table 6. Simple Linear Regression Analysis Results

Coefficients^a					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1. (Constant)	4.982	2.525		1.973	.051
Konten Instagram	.596	.048	.781	12.360	<.001
a. Dependent Variable: Minat Beli					

Results of the Coefficient of Determination Test (R^2)

The coefficient of determination is used to analyze the extent to which the independent variable (Instagram content) can explain the variation that occurs in the dependent variable (purchase interest).

Table 7. Determination Coefficient Test Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.609	.605	3.036
a. Predictors: (Constant), Konten Instagram				
b.				

Based on the analysis results, an R^2 value of 0.609 was obtained, which means that 60.9% of the purchase interest variable is explained by Instagram content, while the remaining 39.1% is explained by other variables not included in this model, such as price, location, service, testimonials, or other promotional

factors. Based on Sugiyono's (2019) classification of the interpretation of the coefficient of determination, an R^2 value between 60% and 79.9% is categorized as a strong relationship, so it can be concluded that Instagram content has a strong influence on purchase interest. This means that the visual and communication strategies developed through Instagram are significantly capable of shaping consumer perceptions and purchasing decisions in the hospitality industry.

t-test results

The *t*-test was applied to analyze the partial effect of Instagram content variables on purchase interest, with the criterion that the effect was considered significant if the *t*-value was $>$ *t*-table or the significance value was $<$ 0.05.

Table 8. Results of the *t*-test

Variabel	t_{hitung}	Sig	Keterangan
Konten Instagram (X)	12,360	0,001	Positif dan Signifikan
Alpha (α) 0,05			

Based on the analysis results, a *t*-value of 12.360 with a significance value of 0.001 was obtained. This value is much greater than the *t*-table at $df = 98$ (approximately 1.660), and the significance is $<$ 0.05. Therefore, the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected, which means that there is a positive and significant effect between Instagram content and consumer purchase interest. These results reinforce the understanding that managing interesting, informative, and relevant content on Instagram is an important consideration in shaping consumer interest and desire to use Hard Rock Hotel Bali services.

DISCUSSION

The results of the study show that Instagram content has a positive and significant effect on consumer purchasing interest at Hard Rock Hotel Bali. This is proven through a simple linear regression analysis that produced a regression coefficient of 0.596 and a significance value of 0.001 ($<$ 0.05). Therefore, the higher the quality and intensity of the Instagram content published, the greater the chance of generating purchasing interest from the exposed audience. The R^2 value of 0.609 confirms that 60.9% of the variation in purchasing interest is influenced by Instagram content, while the rest is explained by other factors not examined, such as pricing strategy, direct service, hotel reputation, and previous consumer experiences. This is in line with Milhinhos' (2015) theory, which states that effective digital content must have informational value, visibility, consistency, and relevance in order to attract attention and encourage action from the audience. This means that content is not only visually appealing, but must also be able to convey a message that is in line with the needs and expectations of potential customers.

In addition, these results also reinforce the findings of previous studies by Afiah & Vera (2020) and Mercius & Utami (2022), which show that social media content can influence consumer decisions in the tourism and service sectors. In

the context of Hard Rock Hotel Bali, improving content quality has been proven to increase engagement and attract the attention of potential guests, although it should be noted that an increase in followers and impressions does not necessarily correlate with actual inquiries or reservations. Therefore, it is important for management to not only focus on quantitative aspects such as the number of posts or followers, but also pay attention to narrative quality, visually appealing elements, and strong calls-to-action. In this way, social media becomes not only a visual showcase, but also a strategic communication channel capable of tangibly influencing consumer decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis and discussion, it is concluded that Instagram content has a positive and significant impact on consumer purchasing interest at Hard Rock Hotel Bali. This finding is proven through a simple linear regression test that provides the regression equation $Y = 4.982 + 0.596X$, as well as a significance value of 0.001, which is below the threshold of 0.05. The coefficient of determination of 0.609 indicates that 60.9% of the purchase interest variable can be explained by Instagram content, while 39.1% and the rest are influenced by other external factors not discussed in this study. Therefore, the quality of content presented through the Instagram platform, in terms of visuals, information, and emotional appeal, plays a major role in shaping consumer perceptions and interest in hospitality products and services.

The results of this study reinforce the importance of social media management as part of a digital marketing strategy, especially in the hospitality industry, which relies heavily on visual promotion and experience. Therefore, hotels need to consistently design content that is not only aesthetic and informative, but also capable of building relationships with audiences and encouraging conversion into purchases. These findings also lay the groundwork for further research to explore other variables such as price, testimonials, and customer experience, which can also influence purchasing interest in the digital hospitality ecosystem.

ADVANCED RESEARCH

Further research could expand the study by including other social media platforms, a wider variety of content types, considering external factors such as price and service, involving non-follower respondents, and using a longitudinal approach to examine changes in influence over the long term.

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