



The Effect of Starbucks Reward Marketing Communications on Instagram @starbucksindonesia on Followers Buying Interest

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ABSTRACT: The development of technology has significantly influenced various aspects of life, particularly in communication and business, which are closely interconnected. In marketing, effective communication plays a crucial role, a concept known as marketing communication. In today's digital era, most activities are conducted online, making marketing communications increasingly reliant on online media. Marketing communication is a strategic activity aimed at creating awareness or knowledge about products and their attributes, informing consumers about product benefits, building a positive image, and fostering positive attitudes, preferences, and buying interest in the product. This research aims to examine the effect of Starbucks Reward marketing communications on Instagram @starbucksindonesia on followers' buying interest. A quantitative research approach with a survey method was employed. The population for this study consisted of followers of the Instagram account @starbucksindonesia, with a sample size of 100 participants. The research findings indicate that the calculated t-value was 9.091, which is greater than the critical t-value of 1.995 ($9.091 > 1.995$). The significance value was 0.000, which is less than the threshold of 0.05 ($0.000 < 0.05$). These results demonstrate a significant influence of the independent variable X (Marketing Communications) on the dependent variable Y (Buying Interest).

KEYWORDS: Marketing communications; social media; marketing; purchase interest

1. Introduction

In today's era, technology has rapidly developed, particularly the internet, which has introduced a new economic concept. The rapid growth of the internet has impacted various aspects of life, including the business and marketing sectors. The increasing reach of the internet is widely utilized as a medium for marketing and business activities. Transactions have shifted from traditional methods to online marketing and online transactions, with mobile applications becoming a significant component of this digital evolution [1]. This shift has influenced people's lifestyles to become more instant, as most individuals experience high mobility in their daily routines. As a result, many seek practical and instant solutions to meet their daily needs [2]. Consequently, effective promotion strategies and communication methods have become critical to shaping a company's brand image and marketing success [3].

Marketing encompasses a series of activities where industries and organizations engage in exchanges through agreements between sellers and customers. These activities are often observed daily, commonly in the form of advertisements. Advertising serves as a promotional tool to offer products or services. Marketing also involves setting prices, developing plans, conceptualizing ideas, and launching goods or services to create value exchanges that satisfy organizations or individuals [4]. Marketing communication specifically refers to strategies aimed at creating awareness or knowledge about products, highlighting their benefits, building brand images, and fostering positive attitudes, preferences, and buying interest [5]. Targeted and effective communication with the intended audience can significantly enhance trust in a company [6]. Given this, many companies are leveraging social media to market their products. According to Wibowo and Priansa, social media marketing enables companies to establish strong relationships with customers by influencing them through well-crafted information. Social media allows for the dissemination of information easily and cost-effectively. Therefore, companies must design appealing and compelling content to attract and motivate consumers to purchase their products [7].

Evidence shows that advertisers increasingly prefer online media or social platforms, as they are practical, reaching not only advertisers but also the broader public. Many people use social media to access diverse information categories, including news about natural events, politics, and crime [4]. In line with this trend, Starbucks Coffee has effectively embraced technological advancements. Starbucks Indonesia capitalizes on both advanced technology and Indonesians' love for coffee to introduce its products. Currently, Starbucks utilizes various social media platforms such as Facebook, Instagram, Twitter, and Line to support its promotional and informational activities. Additionally, Starbucks Indonesia maximizes its marketing efforts through its mobile application, launched on June 30, 2016, and downloaded by over 1 million users via Google Playstore and the App Store. The Starbucks Indonesia app was designed to simplify the consumer experience by enabling users to order in advance, pay, and customize their favorite menu items for pickup at a store of their choice without waiting in line. Digital orders and payments allow customers to earn and collect points (rewards), which can be redeemed for food and beverages. Starbucks leverages Instagram to market these features effectively.

The official Instagram account, @starbucksindonesia, currently boasts 1.7 million followers and has shared 6,610 posts. Starbucks uses Instagram not only as a promotional tool but also to provide information to its consumers. For example, Starbucks Indonesia promoted the "Starbucks Reward" feature in its app through content uploaded on February 23, 2023. Starbucks Reward allows consumers to make purchases and collect points to redeem for other attractive products. This post garnered significant enthusiasm from followers, as evidenced by 2,708 likes and numerous comments, including inquiries about digital payment methods. While the post received positive feedback, some followers expressed dissatisfaction, citing issues like app slowness and point deductions. However, Starbucks Indonesia did not respond to these complaints. Despite this, the data highlights that consumers increasingly prefer online transactions, particularly using the Starbucks Indonesia app.

The content uploaded on February 23, 2023, by Starbucks Indonesia contained information promoting one of the latest features in the Starbucks Indonesia application, namely Starbucks Reward. Starbucks Reward was introduced as a feature allowing consumers to make purchases and collect points, which could be redeemed for other attractive products. The upload

received significant enthusiasm from consumers and followers, as evidenced by 2,708 likes and several comments. Some comments included questions about how to pay using digital wallets and other related queries. However, not all responses were positive. Some followers complained in the comment section about issues such as the application being slow or inaccessible, and others mentioned sudden reductions in their points. Despite these complaints, Starbucks Indonesia did not respond to its followers. This data indicates that consumer buying interest in Starbucks tends to favor shopping using the online system, particularly through the Starbucks Indonesia application. Companies need to understand consumers' buying interest in their products to predict future consumer behavior [8]. Buying interest arises when consumers are influenced by the quality of a product, the information provided—such as pricing, purchasing methods, and the advantages or disadvantages of the product compared to other brands [9].

Buying interest emerges as a reaction to a product or service, reflecting the consumer's desire to make a purchase [10]. However, achieving consumer buying interest does not occur spontaneously; various factors influence it. These include customer satisfaction, service quality, brand preference, product quality, perceived value, pricing, and the physical condition of the environment. Additionally, marketing communication plays a crucial role in delivering messages to consumers or the public, informing them about the availability of a product or service in the market [11]. Based on this background, the researcher conducted a study entitled "The Effect of Starbucks Reward Marketing Communications on Instagram @starbucksindonesia on Followers' Buying Interest". This study aimed to determine the influence of Starbucks Reward marketing communications on the buying interest of Instagram followers. The study used the concept of marketing communication as a variable within the context of social media marketing. Social media marketing encompasses any form of direct or indirect marketing aimed at building awareness, recognition, memory, and actions for a brand, business, product, individual, or other entity. It is executed through social web tools, such as blogs, microblogs, social networks, social bookmarking, and content-sharing platforms [12]. According to Susan Genelius' book, social media marketing consists of four dimensions: Content Creation, Content Sharing, Connecting, and Community Building [12]. The study also used the concept of interest to define the variables related to buying interest. Interest refers to a person's curiosity or desire after encountering a product, which may result in actions such as trying, purchasing, or owning the product [13]. Buying interest is a form of consumer behavior characterized by efforts to acquire, use, or dispose of products and services. According to Donni Juni Priansa's book, buying interest comprises four dimensions: Transactional Interest, Referential Interest, Preferential Interest, and Exploratory Interest [14].

2. Materials and Methods

2.1. Research paradigm.

The paradigm used in this study is the positivism paradigm. The positivism paradigm allows researchers to examine cause-and-effect relationships through observation and measurement [15]. In this study, a quantitative research approach is adopted. This approach involves testing objective theories by analyzing the relationships between various variables. It facilitates the measurement of these variables, enabling the analysis of research information using statistical procedures [16].

2.2. Research methods.

The method used in this study is a survey. Surveys provide quantitative or numerical descriptions of trends, behaviors, or opinions within a population by examining a representative sample. This method allows researchers to use questionnaires or structured interviews to collect data. In this study, a survey was conducted to gather responses from the sample of the target population. These responses were then quantified and processed into meaningful data [16].

2.3. Research subjects.

The population refers to the total group of individuals, events, or objects of interest that the researcher intends to study [15]. In this study, the population consists of @starbucksindonesia Instagram followers. A sample is a subset of the population selected to represent the entire group. To determine and measure the sample size, various techniques can be employed [15]. Since the population for this study comprises @starbucksindonesia Instagram followers, a subset of these followers was chosen as the sample. The purposive sampling technique was used to select the sample for this research. Purposive sampling is a non-probability sampling method where the sample is selected based on specific criteria or characteristics that are deemed essential for providing the required data. The technique ensures the inclusion of individuals who are most relevant to the study's objectives [15]. To ensure the sample size accurately represents the population, the Slovin formula was applied. The calculation for the sample size is as follows:

$$n = \frac{N}{(1 + (N \times e^2))}$$

Where n is number of samples, N is total population, and e is margin of error

$$n = \frac{1700000}{(1 + (1700000 \times (0,1)^2))}$$

$$n = \frac{1700000}{(17001)}$$

$$n = 99,99$$

From the results of the sample calculation using the Slovin formula, it was determined that the number of samples required for this study was 99.99 followers, which was rounded up to 100 followers. To examine the relationships between variables, this study employed the questionnaire method for data collection. The questionnaire method is a structured data collection technique that involves presenting respondents with a series of statements or questions to which they provide answers. This approach enables researchers to gather quantitative data systematically and effectively [17].

3. Results and Discussion

This study employs a validity test and a reliability test to assess the instruments used for measuring both variables. Validity refers to how well a measurement instrument (such as a questionnaire) accurately measures the intended variable. In other words, validity ensures that

the researcher is measuring the correct variable, providing evidence of the study's accuracy [15]. Bartlett's Test of Sphericity was used in this study to test the null hypothesis (H_0) that states the variables in the population are not correlated. Data is considered valid for research if the significance value obtained from Bartlett's Test is less than 0.05 [17]. In addition to Bartlett's Test, this study employed the Kaiser-Meyer-Olkin (KMO) test for sample adequacy. In the KMO test, an indicator is deemed valid if its KMO value is ≥ 0.5 . A KMO value ≤ 0.5 suggests that the correlation between variables is insufficient, rendering the factor analysis invalid. The KMO sampling adequacy measure serves as an index to determine the validity of a set of statements between two or more variables [17]. The categorization of KMO values is summarized in the following table:

Table 1. Kaiser–Meyer–Olkin value measurement category (KMO).

KMO Value	Information
<0,50	Invalid
0,50-0,70	Average
0,70-0,80	Good
0,80-0,90	Very Good
>0,90	Very Well

Testing the validity of the marketing communications variables (X) and attitude (Y) that has been carried out by the researcher, the following results were obtained.

Table 2. Validity of independent variables (X).

KMO and Bartlett's Test		X	Y
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.886	.756
Bartlett's Test of Sphericity	Approx. Chi-Square	438.201	187.606
	Df	45	45
	Sig.	.000	.000

Reliability is a test used to assess the extent to which data produces consistent results when repeated measurements are made on a characteristic [17]. Reliability aims to evaluate the consistency and stability of a variable, measuring device, or measurement scale used to assess a phenomenon. The better the measuring items of a concept that are combined as a whole, the better the reliability or consistency of the measurement [15]. To test reliability, Cronbach's Alpha technique is commonly used. Cronbach's Alpha is a method for evaluating the consistency between items in the measurement scale used to assess a phenomenon. The value of Cronbach's Alpha increases as the number of scale items increases. The measurement of Cronbach's Alpha values can be categorized as shown in Table 3.

Table 3. Cronbach's alpha measurement standard.

Cronbach's Alpha	Information
0,60	Inconsistent
0,60 - 0,70	Consistent
0,80	Highly Consistent

Table 4. Variable X and Y reliability.

Cronbach's Alpha X	Cronbach's Alpha Y	N of Items
.928	.795	10

According to Malhotra's book, data is considered reliable if the value of Cronbach's alpha is greater than 0.6. Conversely, data is not considered reliable if the value of Cronbach's alpha is less than 0.6. In this study, it can be observed that the Cronbach's alpha for Variable X is 0.928, which is greater than 0.6 ($0.928 > 0.6$), and for Variable Y, it is 0.795, which is also greater than 0.6 ($0.795 > 0.6$). Therefore, the data can be considered reliable [18].

Univariate analysis involves several techniques that researchers can use, including distribution, central tendency, and dispersion. In this study, central tendency was used for univariate analysis. Central tendency can be measured in three ways: mode, mean, and median. Among these three methods, the mean was chosen by the researcher to analyze and explain the formulation of the research problem (Babbie).

Table 5. Univariate data analysis.

Descriptive Statistics			
	N	Mean	Std. Deviation
X1	100	3.37	.621
X2	100	3.04	.762
X3	100	3.00	.810
X4	100	2.99	.855
X5	100	3.24	.626
X6	100	3.07	.676
X7	100	3.28	.595
X8	100	3.01	.723
X9	100	3.01	.837
X10	100	3.28	.709
Y1	100	3.59	.553
Y2	100	3.50	.560
Y3	100	3.54	.502
Y4	100	3.43	.555
Y5	100	2.88	.838
Y6	100	3.13	.689
Y7	100	3.51	.532
Y8	100	3.43	.555
Y9	100	3.28	.666
Y10	100	3.41	.525
Valid N (listwise)	100		

From the data, it can be observed that for Variable X, the lowest mean is 2.99 (X4) and the highest mean is 3.37 (X1). The smallest standard deviation is 0.595 (X7), and the largest is 0.855 (X4). Since the average result is 3, this indicates that many respondents chose the number 3 or agreed. Similarly, for Variable Y, the lowest mean is 2.88 (Y5) and the highest mean is 3.59 (Y1). The smallest standard deviation is 0.502 (Y3), and the largest is 0.838 (Y5). Again, because the average result is 3, it suggests that many respondents selected the number 3 or agreed [18].

Bivariate analysis is a data analysis method conducted to examine the correlation or influence between two or more variables being studied. The data obtained will be analyzed analytically to determine the relationship between the variables using statistical tests. Bivariate analysis was conducted on two variables that are suspected to be related or correlated [19]. One commonly used type of bivariate analysis is simple regression. Simple linear regression analysis explores the linear relationship between one independent variable (X) and one dependent variable (Y). This analysis aims to determine the direction of the relationship between the independent and dependent variables—whether it is positive or negative—and to

predict the value of the dependent variable if the value of the independent variable increases or decreases. The data used in this analysis is typically on an interval or ratio scale [20].

Table 6. Bivariate data analysis.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	18.906	1.654		11.430	.000
	TOTAL_X	.473	.052	.746	9.091	.000

a. Dependent Variable: TOTAL_Y

In this study, the result of the simple linear regression analysis can be seen in the equation: $Y = 18.906 + 0.473X$. The constant (a) is 18.906, and the regression coefficient (b) for variable X is 0.473. The t-value calculated is 9.091, which is greater than the t-table value of 1.995 (i.e., $9.091 > 1.995$). The significance value is 0.000, which is less than 0.05 (i.e., $0.000 < 0.05$). Therefore, it can be concluded that there is a significant influence between the independent variable X (social media marketing) and the dependent variable Y (buying interest) [18].

4. Conclusions

Based on the research results, it can be concluded that the effect of Starbucks Reward marketing communications on Instagram (@starbucksindonesia) on followers' buying interest is significant. The strategy employed by Starbucks generates consumer interest; however, it also leads to some issues, particularly with the Starbucks app. Despite these challenges, the effect of the marketing communications for the Starbucks Reward feature on Instagram is quite strong and positive, as indicated by the coefficient of determination (R^2) of 0.473.

It is suggested that Starbucks Coffee Indonesia continue to maintain and improve social media marketing strategies, such as campaigns and promotions, to attract consumers. However, it is important to ensure that the supporting aspects of social media marketing are also considered, as large promotions do not always yield optimal results. Furthermore, the study reveals a strong influence between Instagram social media marketing (@starbucksindonesia) and followers' buying interest. Future research should focus on enhancing this influence, particularly by strengthening the "connecting" dimension in social media marketing and the "transactional interest" dimension in buying interest.

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Competing Interest

All authors declared no competing interest.

Author Contribution

All of the authors provided support to the study. The researcher has declared there is no competing interest in this research.

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