

THE INFLUENCE OF SOCIAL MEDIA AND INFLUENCER MARKETING ON FOOD & DRINK BUYING INTEREST AT MOON BEACH CLUB, LHOKNGA, ACEH BESAR

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Abstract

The researcher intends to test the influence of social media and influencer marketing on the interest in buying food & drinks at Moon Beach Club, Lhoknga, Aceh Besar. In theory, both variables influence buying interest. However, the researcher found phenomena and inconsistencies between the results of previous studies so that the researcher intends to re-test the influence of the two variables. The purpose of this study is to test and analyze the influence of social media and influencer marketing on the interest in buying food & drinks at Moon Beach Club partially and simultaneously. The research method used is a quantitative method with an associative type. Meanwhile, the data for this study are primary data obtained through a questionnaire with a total of 96 respondents. The results of the study indicate that social media and influencer marketing influence the interest in buying food & drinks at Moon Beach Club, Lhoknga, Aceh Besar.

Keywords: Social Media, influencer marketing, purchase interest

Abstrak

Peneliti bermaksud untuk menguji pengaruh media sosial dan influencer marketing terhadap minat beli food & drink di Moon Beach Club, Lhoknga, Aceh Besar. Secara teori, kedua variabel berpengaruh terhadap minat beli. Namun, peneliti menemukan fenomena dan inkonsistensi antara hasil penelitian sebelumnya sehingga peneliti bermaksud untuk menguji kembali pengaruh kedua variabel. Adapun tujuan penelitian ini adalah untuk menguji dan menganalisis pengaruh sosial media dan influencer marketing terhadap minat beli food & drink di Moon Beach Club secara parsial dan secara simultan. Metode penelitian yang digunakan adalah metode kuantitatif dengan jenis asosiatif. Sementara, data penelitian ini adalah data primer yang diperoleh melalui kuesioner dengan total responden 96 orang. Hasil penelitian menunjukkan bahwa sosial media dan influencer marketing berpengaruh signifikan terhadap minat beli food & drink di Moon Beach Club, Lhoknga, Aceh Besar baik.

Kata Kunci: Sosial Media, influencer marketing, minat beli

INTRODUCTION

The development of digital technology has brought significant changes to various aspects of life, including the food and beverage industry. Moon Beach Club is a beach tourism destination located on Jalan Pulau Kapuk, Mon Ikeun, Lhoknga, Aceh Besar. This venue offers a wide variety of food and beverage options. In addition, it provides a relaxing beachfront experience with beautiful ocean views and a comfortable atmosphere. Moon Beach Club also frequently serves as a venue for various events and community activities, such as beauty classes and other gatherings.

As a business entity operating in the food and beverage sector, conducting effective place and product marketing activities is essential to increase visitor numbers and purchase intention. Indicators of success are often measured by the achievement of customer loyalty through marketing strategies and customer satisfaction (Zikir et al., 2019). One of the key elements in modern marketing is the use of social media and influencer marketing strategies. Theoretically, social media and influencer marketing play a significant role in enhancing consumer purchase intention (Muljana & Jayanegara, 2022; Kurniawan & Setiadi, 2024; Hidayati & Priyono, 2024; Hardianto et al., 2024). Social media

enables businesses to reach potential customers quickly and interactively, while influencer marketing can enhance brand credibility and attractiveness through recommendations from individuals who have influence in the digital sphere.

However, a phenomenon has been observed at Moon Beach Club, namely an inconsistency between theoretical expectations and empirical conditions. Based on the results of a preliminary survey conducted among 30 visitors to Moon Beach Club, only 20% of respondents stated that their purchase intention toward food and beverage products was influenced by social media, and only 10% identified influencer marketing as a factor affecting their purchase intention. Meanwhile, 70% of respondents indicated that their intention to purchase was more strongly influenced by other factors outside the scope of this study, such as product quality, price, venue atmosphere, and recommendations from friends or family.

The findings of the preliminary survey indicate that social media and influencer marketing may not have a substantial effect on consumers' purchase interest. This discrepancy between established theoretical frameworks which emphasize the significant role of social media and influencer marketing in influencing purchase intention and the empirical evidence obtained from the preliminary survey underscores the necessity of conducting the present study. Accordingly, this phenomenon constitutes the central rationale underpinning this research.

THEORETICAL FRAMEWORK

Purchase Intenrest

According to Tungka et al. (2020:79), purchase intention refers to a consumer's action that reflects the motivation to make a purchase

and to determine a product based on experiences gained during the selection and usage process. Purchase intention is defined as an affective response or a process of developing a favorable feeling toward a product, which has not yet reached the actual purchasing stage (Jannah & Alfianto, 2023). Furthermore, purchase interest represents a consumer's mental statement that reflects a plan to purchase a certain number of products of a specific brand (Jannah & Alfianto, 2023).

Purchase interest encompasses all aspects related to planning a purchase, including the quantity of products needed by consumers within a certain period (Jannah & Alfianto, 2023). Purchase intention can be analyzed using several indicators, namely transactional intention, referential intention, preferential intention, and exploratory intention (Salim & Widaningsih, 2017:523). These indicators help to explain how consumers think and behave toward a particular product or service, thereby serving as a guideline for developing more effective marketing strategies.

- a. Transactional Intention refers to an individual's tendency to purchase a particular product or service. This type of intention represents a direct interest that motivates consumers to take purchasing action.
- b. Referential Intention refers to an individual's tendency to recommend a product or service to others. Consumers who have positive experiences with a product or service are more likely to share such information with others.
- c. Preferential Intention refers to consumers' preference or favorability toward a particular product compared to alternative products. Consumers who exhibit this intention tend

to prioritize a specific product despite the availability of numerous other options.

- d. Exploratory Intention refers to the motivation to seek further information about a product or service of interest. Consumers with exploratory intention actively search for information regarding product advantages or features before making a purchase decision.

Social Media

Social media is considered a suitable platform for marketing purposes due to its ease of access. Utilizing social media, whether through blogs, social networks, Facebook, or Instagram, represents a strategic step in marketing products. Social media helps companies convey messages to build credibility and motivate purchases. The intensity of social media usage also reflects the influence of media technology, as described in the principles of media ecology theory (Hardianto et al., 2024).

According to Gunelius, as cited in Nursiti & Giovanna (2022:42), social media marketing is a form of marketing applied to enhance consumer awareness of a brand, which is carried out through tools available on social media platforms that can be accessed anywhere. Social media marketing techniques are key for website owners and online businesses, as they are considered easier, more economical, and more efficient (Hardianto et al., 2024).

The social media marketing approach involves developing market share as well as links to online business websites shared across various social media platforms (Hardianto et al., 2024). These disseminated links can generate positive effects by attracting a large number of new visitors who have the potential to become regular visitors to the online business websites (Untari & Fajariana, 2018). There are four elements commonly used as indicators of social media marketing: content creation, content sharing,

connecting, and community building (Sarah et al., 2021:416). These indicators highlight the importance of a holistic approach in social media marketing to foster engagement, enhance loyalty, and strengthen brand image. The explanations of these indicators are as follows.

- a. Content Creation refers to the process of producing engaging, relevant, and audience-oriented material on social media. Content can take the form of text, images, videos, or other formats capable of capturing audience attention and conveying the message intended by a brand or organization.
- b. Content Sharing is the activity of distributing or disseminating created content across various social media platforms. The aim is to reach a wider audience and encourage interactions such as likes, comments, or shares.
- c. Connecting refers to establishing relationships with audiences or social media users. This involves two-way communication between the brand and users, creating more personal and meaningful engagement.
- d. Community Building is the process of creating and developing a community consisting of individuals who share similar interests or affinity toward a brand, product, or service. In this process, the brand acts as a facilitator connecting community members to interact with one another.

Influencer Marketing

According to Fitri & Syaefulloh (2023), an influencer is an individual who is well-known on social media, has a large following, and is able to influence the behavior of their followers. Influencer marketing is a method of selecting a figure who is considered to have influence within

a community and among the target consumers, and positioning them as the promotional agent for a brand (Jannah & Alfianto, 2023). Influencer marketing can affect followers and disseminate opinions about products due to the influencer's strong reputation (Wardhana, 2016:14).

Influencer marketing is a strategy that leverages the audience of an influencer to promote products or services. This strategy can enhance brand image more cost-effectively compared to endorsements by celebrities or high-profile public figures (Seruni et al., 2024). In essence, influencer marketing is a marketing strategy that involves using influencers or well-known figures (on social media, blogs, or other platforms) to promote products, brands, or services to their audience (Jannah & Alfianto, 2023). According to experts such as Seruni et al. (2024), there are several benefits of implementing an influencer marketing strategy, as follows:

- a. **Increasing Consumer Trust:** Influencers are regarded as highly credible and trustworthy figures, which strengthens consumers' confidence in the products or services they promote. With their wide audience reach and authentic relationships, influencers become valuable assets for a brand.
- b. **Enhancing Brand Awareness and Sales:** Marketing through influencers has proven effective in increasing brand awareness by reaching a broader audience. Moreover, this approach contributes to higher sales by reinforcing the credibility and trustworthiness of the products or services offered.
- c. **Boosting Audience Engagement:** Influencer marketing positively impacts audience interaction. Each 1% increase in investment in influencer marketing is correlated with

approximately a 0.5% increase in engagement rates.

- d. **More Targeted Marketing:** A major advantage of influencer marketing is its ability to implement micro-targeting. Influencers can reach highly specific audience segments with particular interests, allowing products or services to be marketed more effectively according to the needs and preferences of the target market.
- e. **Building Authenticity and Trust:** Influencers can create content that is authentic and aligns with the characteristics of their audience. Close relationships with followers are built through open communication, honesty, and a relatable and persuasive communication style.
- f. **Increasing Positive Consumer Recommendations:** When audiences feel connected to an influencer, they are more likely to provide positive recommendations and share supportive testimonials about a product or service. The positive influence of an influencer can create a ripple effect, generating more reviews and widespread recommendations among their followers.

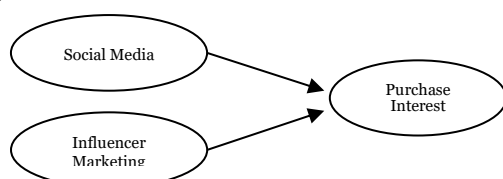
Influencer marketing focuses on leveraging the power and popularity of influencers to achieve marketing objectives such as increasing brand awareness, boosting sales, or building relationships with consumers. It is expected that consumers' perceptions of goods or services promoted by an influencer will be influenced by the influencer's credibility as a public figure. The credibility of an influencer can be measured using several indicators (Pramesthi, 2021:4), namely attractiveness, expertiseness, and trustworthiness. These three indicators are crucial in determining the extent to which an influencer affects consumer perception, and thus, brands need to select appropriate influencers to create a positive impact on

marketing campaigns. The indicators are explained as follows:

- a. **Attractiveness:** Attractiveness refers to the physical appeal, personality, or lifestyle of an influencer that can capture the audience’s attention. The more attractive an influencer is perceived by their audience, the greater the likelihood of influencing consumers’ perceptions and purchasing decisions regarding the promoted products or services.
- b. **Expertiseness:** Expertiseness refers to the level of knowledge, experience, or skills an influencer possesses in a particular field relevant to the promoted products or services. Influencers who are considered experts are more trusted by their audience due to their perceived deep understanding.
- c. **Trustworthiness:** Trustworthiness refers to the extent to which an influencer is perceived as honest, reliable, and having integrity. Influencers with a good reputation and who are perceived as sincere in sharing their opinions are more effective in building audience trust in the promoted products or services.

Conceptual Framework

This study aims to examine the influence and relationship of social media and influencer marketing on the purchase interest of food and beverage products at Moon Beach Club, Lhoknga, Aceh Besar. Based on the theoretical foundation, previous research, and the relationships among the variables, the conceptual framework of this study is illustrated in Figure 2.1.



Source: Developed based on empirical findings (2025)

Figure 1
Conceptual Framework Diagram

Hypotheses Statistic

Based on the conceptual framework described previously, the research hypotheses are as follows:

- H1:** Social media has a significant effect on the purchase interest of food and beverage products at Moon Beach Club, Lhoknga, Aceh Besar.
- H2:** Influencer marketing has an effect on the purchase interest of food and beverage products at Moon Beach Club, Lhoknga, Aceh Besar.

METHODOLOGY

This study employs a descriptive quantitative method aimed at examining the influence of variables using an associative approach and analyzing the research results. According to Sugiyono (2021), the associative method is a research approach that investigates the relationship between two or more variables. The population is defined as the entire set of elements, events, or individuals under the researcher’s attention (Ferdinand, 2014). In this study, the population consists of individuals who have previously visited Moon Beach Club. A sample is a subset of the population, consisting of several population members (Hair et al., 2018). The sampling technique used is purposive sampling, which selects samples based on specific criteria (Sugiyono, 2021). The considerations for determining the research sample are: (a) consumers who have visited or have experience with Moon Beach Club; (b) individuals who follow Moon Beach Club on social media; and (c) consumers who are familiar with Moon Beach Club through recommendations or influencers. The sample size was determined using the Lemeshow formula, resulting in 96 visitors (respondents). The primary data source was obtained through the distribution of questionnaires. The data were analyzed using multiple linear regression

analysis to test the proposed research hypotheses.

RESULTS AND DISCUSSION

Description of the Research Object

Moon Beach Club, an aesthetic tourist destination located on the coast of Lhoknga, Aceh Besar, offers a unique experience of enjoying the beach’s beauty through a contemporary beach club concept, combining tropical natural beauty suitable for all age groups. Surrounded by views of the blue sea, white sand, and towering coconut trees, it has become a favorite spot for weekend or holiday relaxation. The venue features a minimalist tropical aesthetic design, including open areas that face the blue sea directly. Visitors can enjoy a variety of food and beverages at affordable prices. In addition, the site provides Instagram-worthy photo spots and showcases the surrounding natural beauty, including calm waves and a mesmerizing sunset sky, creating an ideal atmosphere for relaxation or small-scale events such as gatherings, birthdays, or pre-wedding photo sessions.

Respondent Characteristics

The data on respondent characteristics contains information regarding the personal identity of the respondents. This information is important to provide an overview or explanation of who they are. The dominant characteristics include gender (with the majority being male), age (predominantly 20–35 years old), highest level of education (bachelor’s degree), marital status (mostly unmarried), and employment status (employed).

Multiple Linear Regression Equation

Based on Table 1, which presents the results of the multiple linear regression analysis, it can be concluded that the value of the multiple linear regression equation is

$$Y = 4,988 + 0,226X_1 + 0,623X_2 + e$$

Tabel 4.1
Hasil Regresi Linear Berganda

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,988	,916		5,443	,000
Social Media	,226	,079	,290	2,859	,005
Influencer Marketing	,623	,116	,546	5,386	,000

a. Dependent Variable: Purchase Interest

Source: Processed data using SPSS (2025)

- The constant value of 4.988 indicates that the variables of social media (X1) and influencer marketing (X2) have a positive relationship with the purchase interest variable (Y) of 4.988 units. This means that if the values of social media and influencer marketing are zero, the purchase intention variable will have a value of 4.988.
- The coefficient value of the social media variable (X1) is 0.226, indicating that the social media variable has a positive relationship with the purchase interest variable (Y) of 0.226 units. This means that if the social media variable increases by 1 unit, the purchase interest variable will also increase by 0.226.
- The coefficient value of the influencer marketing variable (X2) is 0.623, indicating that the influencer marketing variable has a positive relationship with the purchase interest variable (Y) of 0.623 units. This means that if the influencer marketing variable increases by 1 unit, the purchase intention variable will also increase by 0.623.

Hypothesis Testing

The Effect of Social Media on Purchase Interest

The t-test results indicate that social media has a positive and significant effect on purchase interest, with a coefficient value of 0.226 (positive) and a t-value of 2.859, which is higher than the critical t-value of 1.985, and a significance value of 0.005 (< 0.05). This confirms that the first hypothesis (H1) is

accepted, suggesting that the better the quality and activity of Moon Beach Club's social media, the higher the consumers' purchase intention for the offered food and beverage products. Active interaction, engaging content, and the ability of social media to foster a sense of community with customers are important factors in shaping purchasing decisions.

The Effect of Influencer Marketing on Purchase Interest

The t-test results also show that influencer marketing has a positive and significant effect on purchase interest, with a coefficient value of 0.623 and a t-value of 5.386, which is higher than the critical t-value of 1.985, and a significance value of 0.000 (< 0.05). This confirms that the second hypothesis (H2) is accepted, indicating that the presence of influencers with attractiveness, credibility, and relevant knowledge about Moon Beach Club can shape positive consumer perceptions and influence their purchasing decisions. Influencers act as third parties providing social validation for the offered products.

Implications

This study has both practical and theoretical implications for digital marketing in the food and beverage industry. The results demonstrate that social media and influencer marketing positively and significantly influence consumer purchase intention. Practically, Moon Beach Club should optimize social media strategies by delivering creative, relevant content and fostering two-way interactions to strengthen emotional connections with consumers. Selecting credible and influential influencers who can convey authentic brand experiences further enhances consumer trust and purchase intention.

Theoretically, these findings reinforce that social media functions not only as a promotional

tool but also as a platform for shaping brand image and social influence, while influencer marketing effectively guides consumer decisions, especially among digitally active Generation Z. The study contributes to understanding how integrated digital strategies can significantly affect purchase intention. Additionally, the results provide guidance for policymakers and businesses in designing effective digital marketing strategies to maximize engagement and sales conversion.

CONCLUSION AND RECOMMENDATIONS

The study concludes that both social media and influencer marketing significantly influence the purchase interest of food and beverages at Moon Beach Club, Lhoknga, Aceh Besar. Optimizing these digital marketing strategies can effectively enhance consumer purchase intention.

Management is advised to emphasize unique features, such as signature foods and venue decor, and to strengthen community engagement through social media, as these aspects have the greatest potential to increase attractiveness and stimulate purchase intention. Selecting influencers with strong reach and credibility is also crucial for maximizing the impact of influencer marketing.

For future research, it is recommended to explore additional variables affecting purchase intention, such as brand image, word of mouth, or online consumer reviews, as social media and influencer marketing together explain 62.1% of the variance in purchase intention

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