



THE EFFECT OF OTHER PEOPLE'S RECOMMENDATIONS AND SOCIAL MEDIA FACILITIES ON PURCHASE INTEREST

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Abstract: Technological developments can make it easier for consumers to give an assessment or review of the products they buy and the results of these reviews can influence consumers to be interested or not buy, buying products after knowing information from consumers directly or indirectly through online reviews. This study aims to determine other people's recommendations and social media facilities on the interest in buying a CV. Consina Sagara Alam backpack product. As well as to determine the magnitude of the influence of other people's recommendations and social media facilities on the interest in buying backpack products on a CV. Consina Sagara Alam. The research method used is descriptive and verification with a sample of 100 respondents. Data collection techniques used are observation questionnaires and literature studies. The statistical analysis method used is path analysis with partial hypothesis testing (t-test) and simultaneously (f-test). The results of the t-test show that there is a significant positive effect between other people's recommendations and purchase interest and there is a significant positive effect between social media facilities and purchase interest. While the results of the f-test showed that there was a significant influence between other people's recommendations and social media facilities on purchase interest.

Keywords: Other People's Recommendations; Purchase Interest; Social Media Facilities

INTRODUCTION

In a time that cannot be denied economic development and competition is getting more extraordinary, even with the demand and needs of the region getting higher. Every organization strives to attract clients and understand reality. Intense competition expects business visionaries to have the option to decide on the right contest, especially in satisfying the changing needs of buyers. With the opposition, the organization consistently strives to maintain its resilience of the organization. One of them can be a business opportunity, especially in the external field, the level of competition in the business world in Indonesia is very tight considering that every organization consistently strives to have options to build a portion of the industry as a whole and reach new buyers.

Outdoor equipment is currently favored by the general public, therefore Indonesia itself has many tourist attractions that make people want to visit beautiful and interesting tourist attractions. Therefore, individuals need good and appropriate hardware, so sacks, styles, and other equipment are needed for outdoor workouts. Since till further notice, the style and the need for outdoor hardware went undeniably where the undeniably high lifestyle caused the organization to continuously evolve following the inevitable progress of time to create buyer's buying interest. Many consumers look for these products with trusted brands. Consina is one of the providers of outdoor equipment that offers a wide selection of products and is an attraction for tourists and the public. CV. Consina Sagara Alam is a company engaged in the sale of outdoor equipment for adventurous activities. The company was originally founded in 1999 under the ownership of Disyon Toba and was inaugurated in 2001.

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Backpacks from the Consina brand are one of the local products that are currently starting to be favored by the people of Indonesia. By having an attractive design and colors that attract consumers and Consina's products are considered quite good in the eyes of the public. In addition, someone's buying interest to make purchases of these products is influenced by the social media facilities provided to find out information about the products issued by CV. Consina Sagara Alam. Doni (2017), states that social media is an online media that supports social interaction. Social media uses web-based technology that turns communication into interactive dialogue. Social media has indeed provided sufficient convenience to share information and knowledge. Apart from these problems, social media can be used to achieve bigger goals. As it is known that social media tracks and stores data from conversations or communications made to use social media platforms.

According to Arrigo (2018), social media refers to the concept of Web 2.0 which involves a collection of open-source, interactive, and user-controlled online applications that can greatly facilitate users to share experiences as part of a role in business and social processes. Social media according to Weber in Bilgin (2018) states an online environment where people gather to share their thoughts, comments, and ideas with the same interests. The definition of social media that has been explained previously is that social media is an application tool used by people to gather or conduct long-distance interactions in terms of business, exchange of ideas, and entertainment.

In today's digital era, social media has an important role as a communication tool where every user can share information. Of all the existing types of media, the use of social media Instagram has been used by millions of users who actively use social media. The development of social media Instagram is very fast and fast, this can be the most strategic business media for marketing a brand or marketing a company to reach consumers now and in the future. Likewise, this company is actively introducing and marketing its products on Instagram media to carry out business activities and activities to reach consumers. The existence of Instagram, indirectly produces a new generation, namely the IG (Instagram) generation.

According to M. Nisrina (2015), Instagram is an application that is used to share photos and videos. Nowadays, many people choose to shop and get information about Consina products online or to order through social media Instagram. The company created an Instagram account with the name @consinaofficial. The Consina official Instagram account itself was created in 2015 to advertise the products offered through several product uploads, and also make it easier for someone to advertise to get more information about the product without having to come to the store directly. Because almost everyone has a great demand for Instagram, ranging from ordinary people, artists, public figures, government officials, and even the president. As one of the Indonesian people's favorite social media, you can share image content, making visiting Instagram an exciting activity that Indonesian netizens love. It's no surprise that online companies are starting to use Instagram for business.

Instagram itself also helps in placing nominal prices and product descriptions. Prices and descriptions are explained based on product advertisements uploaded by several photos and videos, making it easier for the public to know the nominal price and explanation of the product. After promoting through social media, consumers usually get interested and recommend the product to others so there is a process of word-of-mouth communication. Most of the process of communication between humans is a word of mouth interpersonal communication. According to Poerwanto and Zakaria in Latief (2018), other people's recommendations are the only promotion method from customer to customer and customers. Other People's Recommendations are a reliable communication channel because it starts with customers who have already consumed



a product or used the company's services, get satisfaction and then recommend it to others about their experience. Meanwhile, according to Kotler and Keller in Joesyiana (2018), Other People's Recommendations is the words of mouth communication about views or assessments of a product or service, both individually and in groups aimed at providing personal information.

In the preliminary survey, I only chose Consina's products that are in high demand by the public, namely backpacks, and evaluated and surveyed consumers who are interested in buying backpacks. Consina products. This backpack is suitable for everyone because now it has developed into an indispensable necessity for people, even in fashion and lifestyle. The modern era and the fashion world have undergone major changes, which have also affected the design of backpacks on the market.

This company compared to other brands of backpack equipment, the product has its advantages and characteristics. This has become the company's marketing policy, it is hoped that the products sold can penetrate the market, gain a wide market share, and gain a broad market share. The factors that influence this product brand are good product design, backpack quality that is not inferior to other brands with the same product, various color and model choices, and trust in the Consina brand.

Further research to deepen the problem of this research further by conducting a pre-survey using a questionnaire distributed to 15 respondents. The survey considerations were carried out on consumers or potential consumers using outdoor products for research conducted on consumers or potential consumers who are interested in using the Consina brand backpack product. The first part of the pre-survey stage is to deepen the problems that exist in other people's recommendation variables (X_1). In this section, respondents submitted 3 statements, namely as follows: (1) Making Consina as a backpack product recommendation to relatives around me; (2) Making Consina as a backpack product recommendation to relatives around me; (3) Other people's experiences influenced me in finding information about Consina product bags. Based on the results of research and pre-survey data processing on other people's recommendation variables, the following figure is obtained:

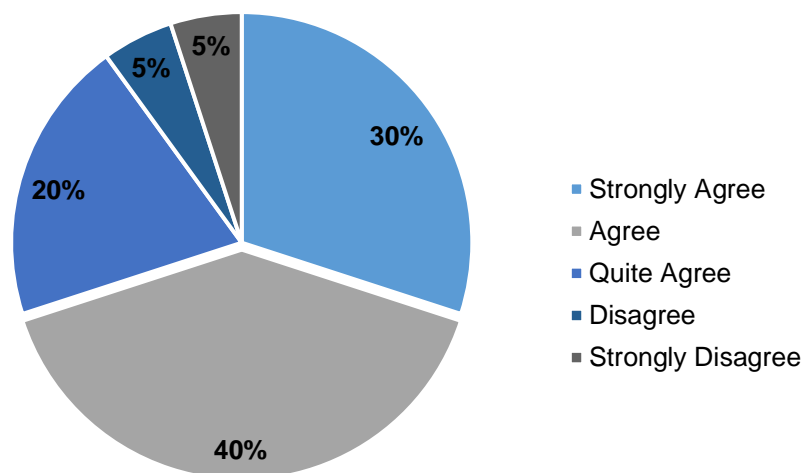


Figure 1. The Results of the Pre-Survey of Other People's Recommendation
Source: Researcher Processed (2021)



Based on Figure 1, it is known other people's recommendations for Consina products from the results of a pre-survey of 15 potential consumers of Consina products 40% agree, 30% strongly agree, 20% quite agree, 5% disagree, 5% strongly disagree. In this case, the majority of respondents chose to agree because Consina products are outdoor equipment that can be recommended to nearby relatives, and also Consina provides advertising through Instagram media to make it easier for respondents or potential consumers to find more information about the backpacks Consina products offer because the respondents expressed disapproval if they seek information from the results of other people's experiences after buying Consina products.

The next part of the pre-survey is to deepen the problems that exist in the Social media facilities variable. In this research section, 3 questions are asked, namely as follows: (1) I am recommended to follow the Instagram account @consinaofficial from my relatives; (2) I was recommended to buy Consina backpacks on Instagram @Consinaofficial from other people's testimonials; (3) I was recommended to buy a Consina backpack from the photo and video description facility @consinaofficial uploaded. The results of pre-survey data processing on the variables of social media facilities are obtained as follows:

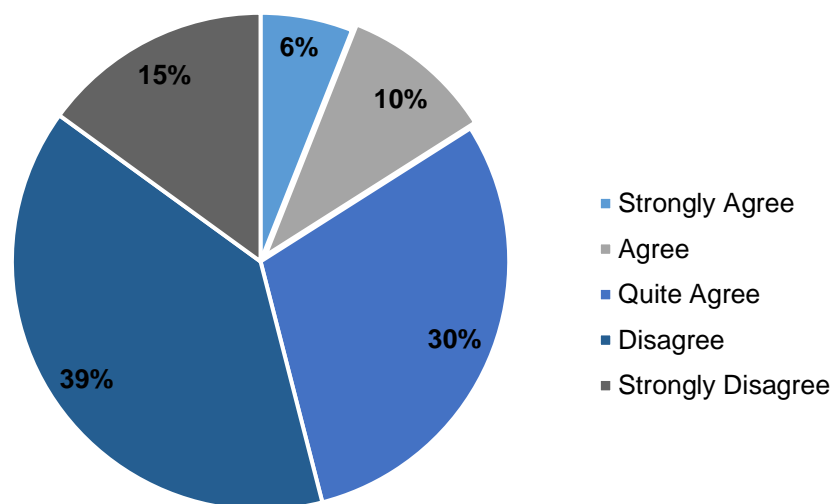


Figure 2. The Results of the Pre-Survey of Social Media Facilities

Source: Researcher Processed (2021)

Based on Figure 2, it is known about the variables of social media facilities for Consina products from the results of a pre-survey of 15 consumer respondents of Consina products 10% agreed, 6% stated strongly agree, 30% stated quite agree, 39% stated disagree and 15% stated strongly disagree. In this case, respondents prefer to disagree because they are not recommended to follow the Instagram accounts @consinaofficial by other people, and it is not recommended to buy Consina product backpacks from @consinaofficial Instagram. So they are not recommended to buy Consina products from the photo and video description facilities that @consinaofficial uploaded because not all respondents prefer to shop for Consina products on Instagram media.

The third part of this pre-survey is to deepen the problems that exist in the variable of someone's purchase interest. In this section, the respondents submitted statements as follows: (1) Instagram @consinaofficial provides convenience for the public in the process of purchasing Consina backpacks; (2) The announcement about Consina's backpack on Instagram @consinaofficial made me interested in making an order; (3) I am interested in buying a Consina backpack because there are many choices of models and colors.

The results of pre-survey data processing on the purchase interest variable, it is obtained as follows:

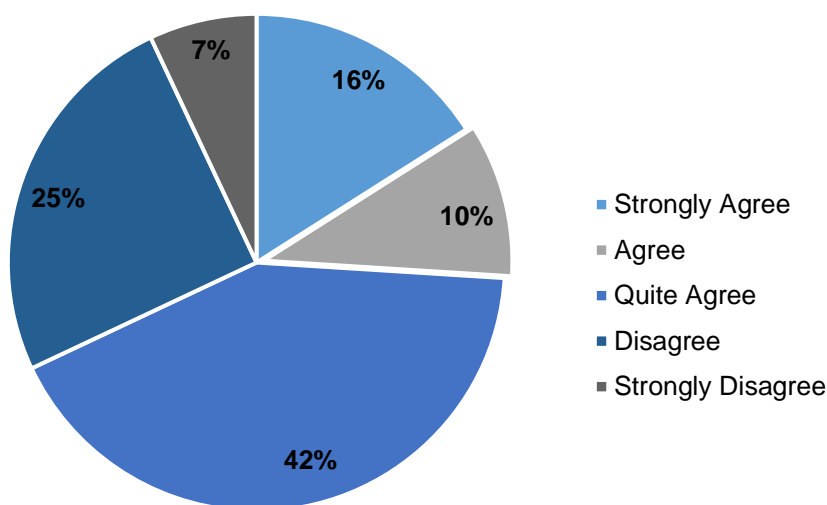


Figure 3. the Results of the Pre-Survey of Purchase Interest

Source: Researcher Processed (2021)

Based on Figure 3, it is known about purchase interest in Consina products from the results of a pre-survey of 15 consumer respondents for Consina products that 10% agreed, 16% strongly agreed, 42% quite agreed, 25% disagreed and 7% stated don't agree. In this case, the majority of respondents chose not to agree because it did not make it very easy for users in the process of buying Consina backpacks and the delivery and appearance did not determine that respondents were interested in buying products online on Instagram media.

This can indicate that the shortcomings of Consina's Instagram media can reduce consumer purchase interest. Seen from the results of the pre-survey above, shows that problems in other people's recommendations and the Instagram @consinaofficial social media facilities affect aspects of consumer purchase interest. The results of the pre-survey research discussed show that there are still problems with Social Media Facilities and purchasing an interest in Consina products which are influenced by other people's recommendations. Based on these conditions, the purpose of the study was to find out other people's recommendations and social media facilities regarding the interest in purchasing CV. Consina Sagara Alam. As well as to determine the magnitude of the influence of other people's recommendations and social media facilities on the interest in purchasing backpack products on a CV. Consina Sagara Alam.



The hypotheses or provisional results in this study are: (1) Other people's recommendations on the Consina backpack are good; (2) Social media facilities on the Consina backpack product are quite good; (3) Purchase interest in Consina backpack products is quite good; (4) Other people's recommendations affect purchase interest in the Consina backpack product; (5) Social media facilities affect the interest in purchase Consina backpack products; (6) Other People's Recommendations and Social media facilities affect interest in purchase Consina backpack products.

METHODS

The population in this study is the Instagram account Followers CV. Consina Sagara Alam is @consinaofficial. The sample in this study was 100 consumers on the Followers of CV Instagram account. Consina Sagara Alam is @consinaofficial. The sampling technique used is Non-Probability Sampling is a sampling technique that does not provide equal opportunities/opportunities for each element of the population selected to be a member of the sample by using accidental sampling. In this study, it was determined by the iteration method because the population was relatively large and the hypothesis testing used was descriptive analysis and verification. The statistical analysis method used is path analysis with partial hypothesis testing (t-test) and simultaneously (f-test).

RESULTS AND DISCUSSION

A descriptive analysis was conducted to see an overview of the results of the study regarding other people's recommendations, social media facilities, and purchase interest in Consina's backpacks. To see the respondent's assessment of the statements submitted in the questionnaire, a descriptive analysis was carried out with a frequency and percentage distributive approach to see the respondent's assessment of each variable being studied. To make it easier to interpret the variables being studied, categories are carried out on the percentage of respondents' response scores obtained by using the following average score criteria:

Table 1. Score Interpretation Criteria

Interval	Size
20%-36%	Not very good
36%-52%	Not good
52%-68%	Quite good
68%-84%	Good
84%-100%	Very good

Source: Researcher Processed (2021)

Based on the questionnaires that have been distributed by submitting 11 statements to 100 respondents regarding the other people's recommendations. The results obtained from each respondent's answer to find out the description of other people's recommendations are as follows:



Table 2. Recapitulation of Respondents' Responses to Recommendations Others

Dimension	Statement	Recapitulation of Respondents' Answer Scores					Actual Score	Average Score	Criteria
		5	4	3	2	1			
<i>Talkers</i>	1 Information about the Consina backpack product obtained from the closest relatives.	24	47	22	6	1	387	4.398	Good
	2 Information about the Consina backpack product that was obtained from the family.	30	43	20	5	2	394	4.477	Good
	3 Information about the Consina backpack product obtained from social media other than Instagram.	26	41	28	5	0	388	4.409	Good
<i>Topics</i>	4 Information about various models of Consina backpacks	35	42	18	4	1	406	4.613	Good
	5 Information about the product quality of the Consina backpack	26	29	36	6	3	369	4.193	Quite Good
	6 Information about the product design of the Consina backpack	25	44	23	8	0	386	4.386	Good
<i>Tools</i>	7 Information obtained from social media Instagram regarding Consina backpack products	27	55	11	5	2	400	4.545	Good
	8 Information obtained from the speaker directly about the Consina backpack	23	45	24	5	3	380	4.318	Good
<i>Participation</i>	9 Information obtained about Consina backpack products from more than one consumer directly	53	28	19	0	0	434	4.932	Very Good
	10 Information obtained about the Consina backpack product from more than one social media	20	45	25	9	1	374	4.250	Quite Good
	11 Information obtained about the Consina backpack product from more than one source regarding product reviews	25	32	36	6	1	371	4.216	Quite Good
	Total	314	451	262	59	15	4,289	4.431	Good
	Percentage	28.5	40.9	23.8	5.4	1.4			

Source: Data processed by researchers (2021)

Descriptive analysis to describe respondents' responses in table 2 to each statement item is categorized into 5 categories, namely very good, good, quite good, not good, and not very good. By calculation through a continuum line with the following measurements:

Maximum Index Value = $5 \times 11 \times 100 = 5,500$
 Minimum Index Value = $1 \times 11 \times 100 = 1,100$
 Distance Interval = (maximum value - minimum value):5
 = $(5,500 - 1,100) : 5$
 = 880
 Percentage Score = [(total score) : maximum score] x 100%
 = $[(4,289) : 5,500] \times 100\%$
 = 77.98%

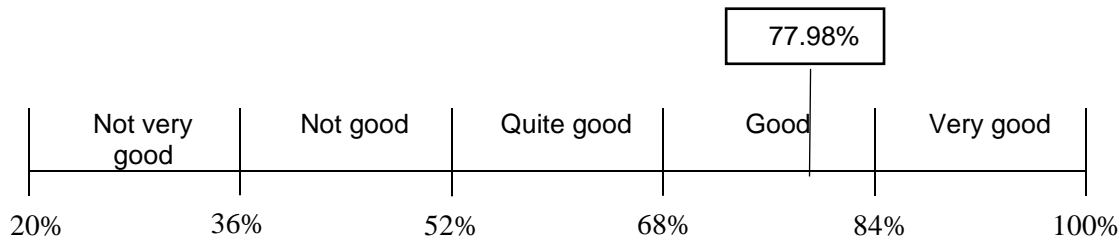


Figure 4. Continuum of Other People's Recommendations

Source: Data processed by researchers (2021)

The percentage value obtained is 77.98%, referring to the criteria included in the good category. Then it can be seen that the other people's recommendations on the Consina backpack product are considered good. Furthermore, based on the questionnaire that has been distributed to 100 respondents by submitting 5 statements regarding social media facilities. The results of each respondent's answer to find out the description of consumer perceptions are as follows:

Table 3. Respondents' Recapitulation on Social Media Facilities

Dimension	Statement	Recapitulation of Respondents' Answer Scores					Actual Score	Aver age	Criteria
		5	4	3	2	1			
Entertainment	1 Information obtained on social media about Consina products can attract consumers	29	45	21	4	1	397	4.511	Good
Interaction	2 Ease of getting the latest information through social media regarding Consina backpack products	19	32	34	12	3	352	4.000	Quite good
	3 Ease of interacting through social media Instagram About the Consina backpack product	30	35	29	4	2	387	4.397	Good
Customization	4 Satisfaction after receiving information about the Consina backpack product	17	37	34	11	1	358	4.068	Good
Perceptual Risk	5 Self-made perceptions of Consina bag products	28	47	21	0	4	395	4.488	Good
Total		123	196	139	31	11	1.889	4.293	
Percentage		24.6	39.2	27.8	6.2	2.2			Good

Source: Data processed by researchers (2021)



The descriptive analysis in table 3 to describe respondents' responses to each statement item is categorized into 5 categories, namely very good, good, quite good, not good, and not very good. By calculating through the continuum as follows:

$$\begin{aligned} \text{Maximum Index Value} &= 5 \times 5 \times 100 = 2500 \\ \text{Minimum Index Value} &= 1 \times 5 \times 100 = 500 \\ \text{Distance Interval} &= (\text{maximum value} - \text{minimum value}): 5 \\ &= (2500-500): 5 \\ &= 400 \\ \text{Percentage Score} &= [(\text{total score}): \text{maximum score}] \times 100\% \\ &= [1889: 2500] \times 100\% \\ &= 75.56\% \end{aligned}$$

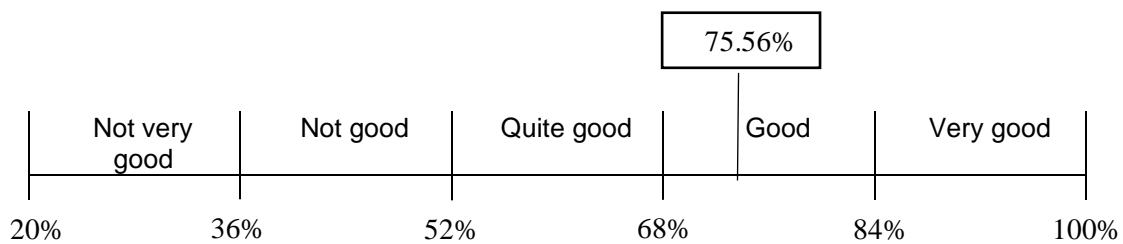


Figure 5. Continuum Line of Social Media Facilities

Source: Data processed by researchers (2021)

The percentage value obtained is 75.56%, referring to criteria that are included in the good category. So, it can be seen that the Social Media Facilities on the Consina backpack product are considered good. And based on the questionnaire that has been distributed to 100 respondents by submitting 11 statements regarding purchase interest. The results of each respondent's answer to find out the description of purchase interest are as follows:



Table 4. Recapitulation of Respondents' Responses on Purchase Interest

Dimension	Statement	Recapitulation of Respondents' Answer Scores					Actual Score	Average	Criteria
		5	4	3	2	1			
Transaction Interest	1 Interested in repurchasing products online on Consina's social media	20	45	22	10	3	369	4.193	Good
	2 Desire to buy backpacks again at Consina	25	48	20	7	0	391	4.431	Good
	3 The desire to re-purchase Consina backpack products because they believe in previous experiences	14	28	32	22	4	326	3.704	Quite good
Referral Interest	4 Customers often talk about Consina backpack products with other people	24	30	37	9	0	369	4.193	Good
	5 Customers will say positive things about the Consina backpack product shopping experience	36	43	15	4	2	407	4.625	Good
	6 Customers will recommend Consina backpack products to others	18	36	32	10	4	354	4.022	Good
	7 Customers will use the Consina backpack product after seeing the review on Consina's social media	14	28	36	14	8	326	3.704	Quite good
Preferential Interest	8 The desire to make the Consina backpack the first choice in shopping for backpack products online	17	38	30	15	0	357	4.056	Good
Explorative Interests	9 Customers will find new information about the new backpack product at Consina	21	38	28	11	2	365	4.147	Good
	10 Customers will always look for information on the desired backpack product at Consina	20	36	30	12	2	360	4.091	Good
	11 Customers will look for information about promos at Consina	30	47	18	5	0	402	4.583	Good
	Total	239	417	300	119	25	4,026	4,159	Good
	Percentage	21.7	37.9	27.3	10.8	2.3		Good	

Source: Data processed by researchers (2021)



Descriptive analysis that can be calculated from table 4 to describe respondents' responses to each statement item which is categorized into 5 categories, namely very good, good, good enough, not good, and not very good, with calculations through the continuum line as follows:

$$\begin{aligned} \text{Maximum Index Value} &= 5 \times 11 \times 100 = 5,500 \\ \text{Minimum Index Value} &= 1 \times 11 \times 100 = 1,100 \\ \text{Distance Interval} &= (\text{maximum value} - \text{minimum value}) : 5 \\ &= (5,500 - 1,100) : 5 \\ &= 880 \\ \text{Percentage Score} &= [(\text{total score}) : \text{maximum score}] \times 100\% \\ &= [4,026 : 5,500] \times 100\% \\ &= 73.20\% \end{aligned}$$

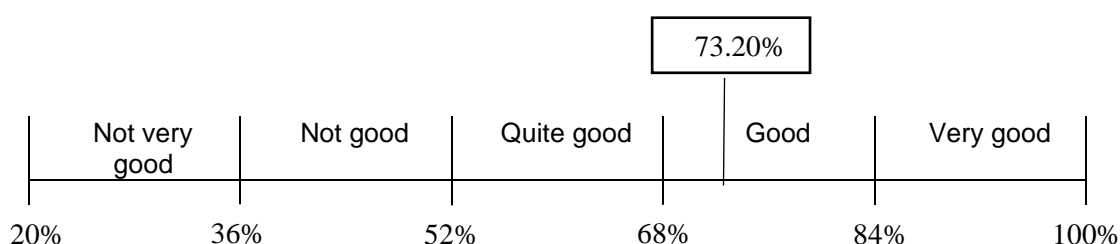


Figure 6. Continuum of Purchase Interest
 Source: Data processed by researchers (2021)

The percentage value obtained is 73.20% which refers to the assessment criteria included in the good category. So, it can be seen that purchase interest in Consina backpack products is considered good. In this section, a verification analysis is carried out using path analysis to analyze the relationship between variables to know the effect of the independent variables, namely Recommendations from Others (X_1) and Social Media Facilities (X_2) on Purchase Interest (Y) which is a dependent variable. The coefficient values obtained will be consulted in the correlation coefficient table, namely:

Table 5. Calcification Correlation

Coefficient Interval	Relationship Level
0.00 – 0.199	Very weak
0.20 – 0.399	Weak
0.40 – 0.599	Currently
0.60 – 0.799	Strong
0.80 – 1.000	Very strong

Source: Data processed by researchers (2021)

The variables in this study are other people's recommendations (X_1), Social media Facilities (X_2), and Purchase Interest (Y). The calculation of the correlation coefficient is as follows:



Table 6. Correlation Coefficient Between Variables

		Correlations		
		Other People's Recommendations	Social Media Facilities	Purchase Interest
Other People's Recommendations	Pearson Correlation	1	.727**	.744**
	Significance(2-tailed)		.000	.000
	N	100	100	100
Social Media Facilities	Pearson Correlation	.727**	1	.711**
	Significance(2-tailed)	.000		.000
	N	100	100	100
Purchase Interest	Pearson Correlation	.744**	.711**	1
	Significance(2-tailed)	.000	.000	
	N	100	100	100

** . Correlation at 0.01(2-tailed)

Source: Data processed by researchers (2021)

Table 6 explains the correlation between variables which can be concluded that the correlation value between Recommendations from Others (X_1) and Social media Facilities (X_2) is 0.727, the correlation value is included in the strong category then the correlation value between Recommendations from Others (X_1) and Purchase Interest (Y) of 0.744, the correlation value is included in the strong category. And for the correlation value between social media Facilities (X_2) and Purchase Interest (Y) of 0.711, the correlation value is included in the strong category. The correlation coefficient between variables has been obtained, then calculate the path analysis as follows:

Table 7. Path Coefficient

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Std. Error	Beta		
1	(Constant)	3.915	2.465		1.588	.116
	Other People's Recommendations	.504	.096	.481	5.253	.000
	Social Media Facilities	.683	.173	.362	3.944	.000

a. Dependent Variable: Purchase Interest

Source: Data processed by researchers (2021)

In table 7, it can be seen that the significant value of Other People's Recommendations (X_1) of 0.000 < 0.05 means that H_1 is accepted, then there is a positive influence on Purchase Interest (Y) with a constant value of 0.504. These results indicate that other people's recommendations influence purchase interest. These results are obtained from the results of questionnaires that have been distributed to consumers following the @consinaofficial Instagram account that other people's recommendations are included in the good category, thus indicating that the assessment or delivery of



information about how the Consina backpack product delivered by consumers who have bought it can trigger the emergence of interest. buy for new consumers. With the delivery of information from consumers directly, it can give an idea to consumers that this product can be used by all people and can be used for traveling.

Nurvidiana in Juniantoko & Supariono (2017) state that if the other people's recommendations are carried out by each consumer, it can provide an overview and choice of the desired or needed product and in the end will be interested in the recommendation. This is following research conducted by Agatha et al. (2019) regarding other people's recommendations or word of mouth on the purchase interest of Oriflame consumers in Manado showing that there is an influence of other people's recommendations on purchase interest. However, the results of the research I did illustrate that the influence of other people's recommendations on purchase interest is not too large, because the previous results showed the calculation results were in a good category.

The significant value between Social Media Facilities (X_2) is $0.000 < 0.05$, meaning that H_1 is accepted, so there is a positive influence on Ask to Buy (Y) with a constant value of 0.683. Based on these results, shows that social media facilities influence purchase interest. The results obtained from questionnaires that have been distributed to consumers following the Instagram account @consinaofficial show that social media facilities are in a good category. Social media facilities on the Consina backpack product have a role in consumer buying interest because if messages or advertisements about products can attract consumers' attention and are easy to understand, one of the deliveries of advertisements is through social media Instagram because almost all people use Instagram. In addition to providing an overview in terms of the company, social media facilities can also be used as an illustration of the results of consumer reviews.

According to Kotler and Keller in Deru & Jovita (2017), social media is used by some people as a communication tool in marketing to increase consumer awareness of products and improve product image which ends in sales. This is following research conducted by Sharon et al. (2018) regarding Instagram social media on buying interest in cafe restaurants in Surabaya, showing that there is an influence between Instagram social media on buying interest.

Table 8. Coefficient of Determination

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Significance
1	Regression	2453.139	2	1226.570	77.622	.000 ^b
	Residual	1532.778	97	15.802		
	Total	3985.917	99			

a. Dependent Variable: Purchase Interest
 b. Predictors: (constant) Social Media Facilities, Other People's Recommendations

Source: Data processed by researchers (2021)

In table 8, it can be seen that the F_{count} value obtained is 77.622 with the provisions that $\alpha = 0.05$ and dk taking $k=2$ and dk denominator = $n-k-1$ or $100-2-1 = 97$ which is 3.09. So, it can be concluded that the F_{count} value is $77.622 > F_{table}$ value is 3.09 and the probability value is less than 0.05, which is 0.000, meaning that H_1 is accepted and there is a significant influence between other people's recommendations and social media



facilities on purchase interest. So, these results prove that the hypothesis in No. 6, namely the other people's recommendations (X_1) and social media facilities (X_2) affect purchase interest (Y) for Consina backpack products.

The results of the processing of the research that has been carried out state that other people's recommendations and social media facilities are included in the good category. So that it affects purchase interest. Because to make consumers interested in the products offered, they have to go through several factors, one of which is the information provided by other consumers who have used the product, as well as information about the product through social media that is interesting and easy to understand by consumers, which can lead to new consumer interest in the product. the product. and when consumers are interested, the consumer decision to buy will be carried out, then after the purchase decision, the consumer will conclude whether or not to purchase the product.
already bought.

These results indicate that other people's recommendations and social media facilities influence purchase interest, but these two variables need to be considered and developed in the implementation of the Consina backpack product marketing strategy to achieve the desired goals. That it is true that other people's recommendations and social media facilities affect purchase interest and is also supported by research conducted by Annisa (2016) regarding the influence of word of mouth on social media on consumer purchase interest at Richeese Factory shows that word of mouth and social media influence on consumer purchase interest.

CONCLUSIONS

Other people's recommendations for the Consina backpack product to consumers following the @consinaofficial Instagram account are good. However, several things are still considered lacking, including the topic of information regarding the quality of Consina's products delivered by the speaker. Other people's recommendations affect the interest in buying Consina backpack products of consumers following the @consinaofficial Instagram account. So the recommendations from other people can be a magical impetus for someone to be interested in buying the Consina backpack product that other consumers talk about, especially nature lovers who need a backpack to carry their needs.

The social media facilities for the Consina backpack product to consumers following the @consinaofficial Instagram account are good, but some things are considered to be lacking, including the information submitted about the Consina backpack product through Instagram @consinaofficial. Social media facilities affect the interest in buying Consina backpack products of consumers following the @consinaofficial Instagram account. So that it shows that the use of Instagram social media properly and correctly regarding product promotion can influence consumers to have an interest in purchasing Consina backpack products. Other people's recommendations and Instagram social media facilities affect the interest in buying Consina backpack products of consumers following the @consinaofficial Instagram account, this shows that other people's recommendations and Instagram social media facilities together have an influence on consumer interest in buying products and play a role important to achieve company goals.



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