

THE EFFECT OF INSTAGRAM INFLUENCER AND SALES PROMOTION ON GENERATION Z CONSUMER PURCHASE DECISIONS IN CULINARY MARKETING EVENTS IN BANDAR LAMPUNG

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Abstract

This study aims to determine the effect of Instagram Influencers and Sales Promotion on Purchase Decisions. This research was conducted at the Culinary Marketing Event in Bandar Lampung. The method used a descriptive research method with a quantitative approach, with a population of all Generation Z Consumers of Culinary Event Marketing in Bandar Lampung. The sampling technique used is non-probability sampling, namely purposive sampling using Roscoe theory with a research sample of 140 Consumer Respondents of Culinary Event Marketing in Bandar Lampung. Data collection techniques through questionnaires. The analysis method is validity test, reliability test, multiple linear regression test, coefficient of determination test, t-test and F test using Spss21 count.160.737 with a significant $0.000 < 0.05$ the result is $f_{count} > f_{table}$, namely $160.737 > 32.67$, then Instagram Influencer and Sales Promotion have a positive and significant effect on purchasing decisions.

Keywords: Instagram Influencer, Sales Promotion, Purchase Decision

INTRODUCTION

Globalization of the world's economy is currently increasing so it opens up wide market opportunities for companies. This creates competition for market participants to achieve better performance. To remain able to keep up with the times and be able to compete in the free market competitors, business actors are required to change marketing patterns and tactics, one of which is by utilizing digital marketing technology to complement existing conventional marketing strategies. The marketing strategy must also be reviewed, if it is supported by a strategy in the field of technology, namely the virtual world, business actors must also look back at strategies in the real world. Where to support the rapid progress of business development, business actors must have a different strategy than usual.

According to (Belch, 2018) Event Marketing is a form of promotion carried out by companies where the brand owned by a company is associated with an activity that has a special theme and a goal so a product can be promoted and consumers feel the experience when participating in these activities. Meanwhile, according to (Baack, 2018) Event Marketing is when companies incur costs to create their events or sponge ram event. On this occasion, the researcher will examine all Marketing Events in the culinary field that occurred in the city of Bandar Lampung in 2022, Bandar Lampung the COVID-19 pandemic after approximately 2 years had passed without holding Event Marketing. The following is a Culinary Marketing Event in Bandar Lampung that will occur in 2022.

Table 1. Culinary Marketing Event Name in 2022

No	Event Marketing Name	Time	Location
1.	Lampung Culinary Festival	01 July to 10 July 2022 and 15 July to 24 July 2022	Ciplaz Ramayana Robinson Rajabasa, Bandarlampung and City Mall Bandarlampung Area
2.	Lampung Night Market	19 August to 04 September 2022	Transmart Mall Area, Jl Sultan Agung No 283 Wayhalim Bandar Lampung
3.	Krakatoa Culinary Festival	26 August to 04 September 2022	Enggal Park, Bandar Lampung

With the Culinary Marketing Event in Bandarlampung, business actors must prepare ways to develop a good strategy so that the Culinary Marketing Event has many consumers who visit and decide to buy. In this study, one of the strategies used by business actors to run the Culinary Marketing Event is by implementing strategies in the virtual world

and the real world. Where in the scope of the virtual world, business actors must cooperate with Instagram Influencers in Bandar Lampung, and in the scope of the world, business actors can cooperate with Sales Promotion.

The development of the internet greatly affects the business world where people who used to shop directly can now shop online or only by using a smartphone. With the development of technology, it seems as if the business world is without knowing space and time. This is a challenge for business people to be able to carry out the right marketing strategy to attract the attention of consumers. In this digital era, social media can be used as a marketing strategy that must be carried out by business people in marketing their products. The rapid development of social media today society has resulted in the number of users increasing. The use of social media is not only used as a communication medium but is now developing as a marketing tool in the business world.

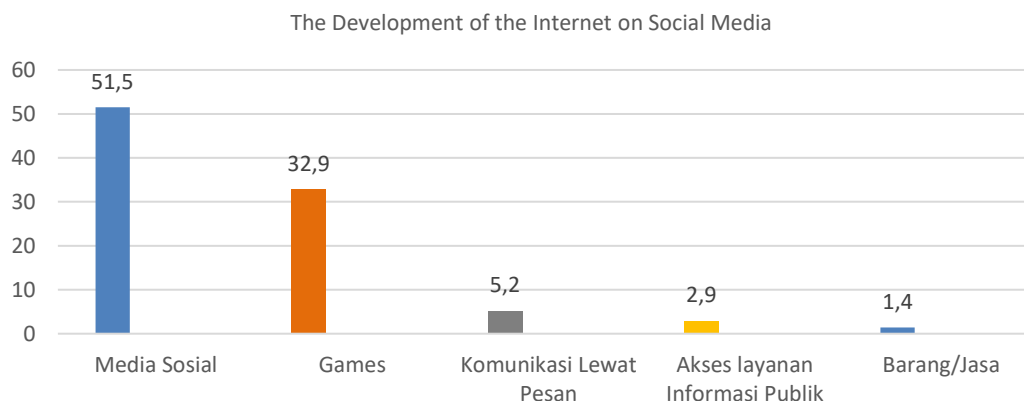


Figure 1. Development of the Internet on Social Media

Source: apjii.or.id

Of the many internet users in Indonesia, there are several reasons why someone uses the internet. Based on the results of the 2019-2020 APJII survey, most of them use the internet to open or view social media with a percentage of 51.5%, meaning that almost most internet users in Indonesia are social media users. Seeing this phenomenon, many business actors see opportunities in marketing their products by utilizing social media. The number of social media users is also not small, based on data from Hootsuite, in 2021 the use of social media in Indonesia reached 170 million people out of the total population of 274.9 million people with an average use of 3 hours 14 minutes a day (Kemp, 2021). This is evidence that enthusiasm for using social media in Indonesia is high. One of the most popular social media is Instagram. Based on the results of the We Are Social survey, Instagram outperformed WhatsApp and Facebook as the social media favored by Generation Z (Dhini, 2021).

Generation Z is the generation born between 1997 – 2012 (Bayu, 2021). This generation is a generation that is digitally adept and passionate about information technology, this generation is also very fond of and often communicates through social networks (Yustisia, 2016). In addition, it is not surprising that Instagram social media is very popular among generation Z because of its easy use. However, to influence Generation Z on social media, business actors must work with influencers. Influencers are considered an effective marketing strategy because they can build strong trust with their followers. Those who dominate the Instagram market today are Generation Z. They use social media to get information and make decisions in purchasing products based on reviews.

Table 2. Instagram Influencer Account Name

No.	Instagram Influencer Account Name	Number of Followers	Culinary Marketing Event Name
1.	@kuliner_lampung	414,000	Lampung Culinary Festival
2.	@sigerfoodies	185,000	Lampung Night Market
3.	@lampung	516.000	Lampung Night Market
4.	@potretlampung	299,000	Lampung Night Market
5.	@iwanlaksamana	32,100	Krakatoa Culinary Festival

Not only Influencers but in the Culinary Marketing Event, there is Sponsorship to support the Event Marketing. According to (Coulson and Thomas 1986) Event sponsorship is an activity that can make the company's name remembered and can improve the company's image. Sponsorship events are organized by the company to make its name

better known and get a good image from the public. and the existence of Influencer Cooperation Contracts with several companies to support this event marketing event. The companies that join the Culinary Marketing Event in Bandar Lampung are:

Table 3. Companies Involved in Culinary Marketing Events

No.	Company name	Culinary Marketing Event Name
1.	GO-JEK	Lampung Culinary Festival
2.	GRAB	Lampung Night Market & Krakatau Culinary Festival
3.	OVO	Lampung Night Market & Krakatau Culinary Festival
4.	LIVIN BY MANDIRI	Lampung Night Market
5.	BIZNET	Lampung Night Market

Not only do Influencers, achieve the success of the Event but there is also *Sales Promotion*. According to (Tjiptono & Candra 2017) Sales Promotion is an offer in a short time in a certain period that aims to get a quick response to purchases by consumers. In the event there is a sales promotion that offers:

- a. Sweepstakes
The sweepstakes in this Event were made through the Event's Social Media, where followers had to follow the rules of the draw to get one of 10 free vouchers to play at one of the Culinary Marketing Events.
- b. Shopping Coupon
The shopping coupons that consumers get are shopping coupons from several culinary tenants who provide shopping coupons worth Rp. 25.000,- with terms and conditions that must be followed by consumers. Not only shopping coupons, but all consumers can also get Go-Jek promo code coupons that can be accessed through the G0-Jek Application.
- c. The discount offered at the Culinary Event is a discount given in the form of cashback on the condition that consumers must follow the rules of procedure for how to purchase to get the discount.
- d. Purchase with Products
Purchases are accompanied by products in this event, namely every consumer who buys culinary at least Rp. 50.000,- will get a Concert Ticket to watch the concert in the Event Area.
- e. Employee Service
Employee services are carried out by providing a place for the culinary event committee as a medium of information to consumers.

The purpose of the Sales Promotion is to attract the attention of consumers at the location to decide to visit the event and finally buy. Based on previous research conducted by (Sandi, et al 2022) shows the results that influencers have a positive effect on consumer purchasing decisions. Furthermore, research conducted by (Dipayanti, 2018) shows the results that sales promotion and personal selling affect consumer purchasing decisions. Research with different results conducted by (Koesuma, et al 2022) shows the results that influencer credibility does not affect consumer purchasing decisions. Furthermore, research conducted by (Primatika & Astuti 2018) shows that sales promotions have a negative and insignificant effect on purchasing decisions.

LITERATURE REVIEW

Instagram Influencers (X₁)

Influencer comes from the word influence or influence, which means the power to influence a person, thing, or situation. Influencers are third parties that significantly produce consumer purchasing decisions but may be partly responsible for them (Brown & Hayes in Amalia and Putri, 2019). Influencers themselves can be said as parties or individuals who can play a role in influencing people to make purchases. Because influencers are one of the external factors that can influence consumer behavior in society (Wati, 2019)

There are 4 dimensions in Influencers according to (Sandi, et al, 2022) namely Market Reach, Frequency of Impact, Quality of Impact, and Closeness to Decision

Sales Promotion (X₂)

According to research (Yan GP S et al. 2018) Sales promotion is a communication activity between companies and consumers to influence consumers in purchasing activities according to their wishes and needs Sales promotion includes all types of incentives used by producers to influence consumers, to buy a product and to encourage salespeople to sell more aggressively. The purpose of sales promotion is to generate demand, so a company that wants to be successful

in its promotion or marketing requires a serious effort to try to motivate consumer behavior in the decision to buy the goods or services produced.

(Tjiptono & Candra, 2017) explains that Sales Promotion is an offer in a short time in a certain period that aims to get a quick response to purchases by consumers and retailers. Sales Promotion has been widely used as an effort to increase sales and profits in a certain time and influence consumer intentions, and motivate them to buy without a plan. There are 5 dimensions in Sales Promotion according to Kotler and Armstrong (Dipayanti, 2018) namely Sweepstakes, Shopping Coupons, Discounts, Purchases with products, and employee services.

Purchase Decision (Y)

According to Kotler and Armstrong (Jati et al, 2022), purchasing decisions are in the form of several stages that must be passed by consumers before deciding to purchase a product. And can be defined as an approach to solving problems in human activities to buy goods or services in fulfilling their wants and needs which consists of recognizing needs, searching for information, evaluating other ways of buying, purchasing decisions, and post-purchase behavior. Purchasing decisions according to Ramanathan et al. (Purba et al, 2021), is consumer behavior in treating consumer decision-making as a solution to the problems they face.

There are 5 dimensions in Sales Promotion according to Kotler and Armstrong (Sandi, et al, 2022) namely Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, and Post-Purchase Behavior.

Hypothesis Development

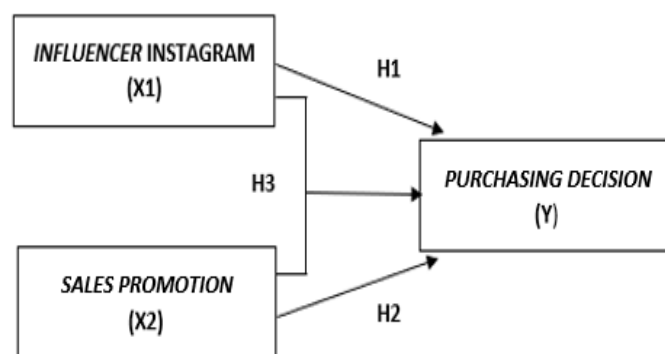


Figure 2. Research Model

Generation Z Consumer Purchase Decisions at Culinary Marketing Events in Bandar Lampung are influenced by factors, Instagram Influencers, and Sales Promotion. The two factors are described in the form of various dimensions so that the factors or variables can be measured. Hypothesis The hypotheses in this study are as follows:

1. The Influence of Instagram Influencers on Purchase Decisions

Influencers are parties/individuals who can play a role in influencing people to make purchases. Because influencers are one of the external factors that can influence consumer behavior in society (Wati, 2019). Of course, this is also supported by previous research (Amalia, et al. 2019) through the Likert scale which also shows that social media influencers influence the purchasing decisions of Generation Z consumers. Furthermore (Sandi, et al. 2022) influencers positively influence purchasing decisions. So that the hypothesis is formed as follows:

H₁: Instagram Influencers have a positive and significant impact on Generation Z Consumer Purchase Decisions at Culinary Marketing Events in Bandar Lampung

2. Effect of Sales Promotion on Purchase Decision

Sales Promotion is a short-term offer in a certain period that aims to get a quick response to purchases by consumers and retailers. Sales promotion has been widely used as an effort to increase sales and profits in a certain time and influence consumer intentions, and motivate them to buy without a plan. (Tjiptono & Candra 2017:367).

Of course, this is also supported by previous research (Santamoko et al. 2021) sales promotion has a significant effect on purchasing decisions. These results are in line with research conducted by (Salimi et al. 2019), (Pourkhani et al.. 2019), (Uzir et al.. 2021) and (Rombe et al. 2021) that sales promotion has a positive and significant effect on decisions. purchase. According to research (Yan et al. 2018) which concludes that Sales Promotion partially has a significant effect on Purchase Decisions. So that the hypothesis is formed as follows:

H2: Sales Promotion has a positive and significant effect on Consumer Purchase Decisions of Generation Z at Culinary Marketing Events in Bandar Lampung

3. The Influence of Instagram Influencers and Sales Promotion on Purchase Decisions

According to Kotler and Armstrong (Jati Audrey et al. 2022), purchasing decisions are in the form of several stages that must be passed by consumers before making a purchase decision of a product. And can be defined as an approach to solving problems in human activities to buy goods or services in fulfilling their wants and needs which consists of recognizing needs, searching for information, evaluating other ways of buying, purchasing decisions, and post-purchase behavior.

Based on previous research conducted by (Amalia, 2019) through a Likert scale also shows that social media influencers affect consumer purchasing decisions of generation Z. Furthermore (Sandi, et al. 2022) Influencers have a positive effect on purchasing decisions. According to research (Santamok et al. 2021) sales promotion has a significant effect on purchasing decisions. These results are in line with research conducted by (Salimi et al. 2019), (Pourkhani et al. 2019), (Uzir et al. 2021) and (Rombe et al. 2021) that sales promotion has a positive and significant effect on decisions. purchase. According to research (Yan et al. 2018) which concludes that Sales Promotion partially has a significant effect on Purchase Decisions. From the above explanation and previous studies,

H3: Instagram Influencers and Sales Promotions have a significant effect on Generation Z Consumer Purchase Decisions at Culinary Marketing Events in Bandar Lampung

RESEARCH METHODS

Population and Sample

According to (Sugiyono 2018), the population is a generalization consisting of objects and subjects that have certain qualities and characteristics set by researchers to be studied and then draw conclusions. Therefore, the population used in this study is all consumers of Generation Z Culinary Marketing Events in Bandar Lampung.

The research sample is part of the number and characteristics possessed by the population. If the population is large, it is impossible for the researcher can't study everything in the population, due to limited funds, manpower, and time, the researcher can use a sample from that population (Sugiyono 2018). The sampling technique that will be used in this study is non-probability sampling, namely the purposive sampling technique. This is because the size of the population is not known for certain, so a method for determining the number of samples is needed cumulatively (Sugiyono, 2018). The population is not known with certainty, and the sample size in this study was carried out using an approach that refers to Roscoe's theory (Sugiyono 2018) is a minimum of 5 and a maximum of 10 times the number of indicators (Independent Indicators + Dependent Indicators)

The number of indicators that will be used in this research is 14 indicators consisting of Independent variables (Influencer Instagram) which include Market Reach, Frequency of impact, Quality of Impact, Closeness to Decision, and (Sales Promotion) which include Sweepstakes, Shopping Coupons, Discounts, Purchases are accompanied by products and employee services. And the dependent variable (Purchase Decision) includes Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, and Behavior After Purchase.

Based on these considerations, the authors determined the number of samples with the provisions of 10 x 14 indicators, namely 140, thus the number of research samples was 140 respondents. In this study there are several requirements to become a respondent, namely:

1. Generation Z Women and Men born in 1997 – 2012.
2. Consumers who have visited Culinary Marketing Events in Bandar Lampung
3. Consumers who are followers of one or more Instagram Influencer social media accounts @kuliner_lampung, @sigerfoodies, @lampung @potretlampung and @iwanlaksamana.

Data Collection Technique

This data collection technique is used to obtain data that meets the data standards set, so researchers must know what data collection techniques are used. According to Sugiyono (2018), based on data sources, the use of data collection is divided into two sources, namely:

1. Primary sources are data sources that are directly obtained by data collectors without any intermediaries.
2. Secondary sources are sources of data obtained indirectly, namely data that has been collected by other parties, not by the authors themselves such as literature in the form of previous research journals.

Operational Variables

According to (Sugiyono, 2018), research variables are everything in any form determined by researchers to be studied, so that information is obtained and conclusions are drawn. This study consists of two interrelated variables, namely the independent variable (free) and the dependent variable (bound).

1. Independent Variable (Independent Variable) According to (Indriantoro and Supomo 2016). The independent variable (Independent Variable) is a type of variable that explains or influences other variables. The independent variables in this study are Instagram Influencers (X_1) and Sales Promotions (X_2).
2. Dependent Variable According to (Sugiyono 2018), the dependent variable is a variable that is influenced by or is the result of an independent variable. In this study, the dependent variable is Purchase Decision (Y).

Research Instruments

The data collection method uses giving a set of written statements to respondents to be answered to obtain accurate data. The measurement scale used in this study is a Likert scale. According to (Sugiyono 2018), the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

Validity Test

The Validity test is the level of reliability and validity of the measuring instrument used. According to (Sugiyono 2018), the instrument is said to be valid indicating that the measuring instrument used to obtain the data is valid or can be used to measure what should be measured. The validity test was carried out on the question items to determine the extent to which the question could measure the object under study. Decision-making whether or not a-data is valid can be done with the following conditions:

1. If r count $>$ r table, the question item is declared valid.
2. If r count $<$ r table, the question item is declared invalid.

In addition, the validity test can be done by comparing the total score (pearson correlation) with an alpha of 5% (0.05). If the Pearson correlation (significant) value is greater than alpha, then the question item is said to be valid.

Reliability Test

A reliability test is a tool used to measure the questionnaire which is a questionnaire which is an indicator variable (Sugiyono, 2018). If a person's answers to these questions are consistent over time, the questionnaire is considered reliable or reliable. Instrument reliability is a requirement to test the effectiveness of the instrument. The reliability test in this study used the Cronbach Alpha formula to determine the level of instrument reliability based on the research variables. The Cronbach Alpha value of all variables is greater than 0.6 and is declared reliable.

Data Analysis Technique

Multiple Linear Regression Analysis

Multiple linear regression is used to test whether or not the relationship is significant or not more than two variables through its regression coefficients. Multiple linear regression analysis is a linear relationship between two or more independent variables (X_1 and X_2) and the dependent variable (Y). According to (Marselina & Siregar, 2017), this analysis finds out the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and predicts the value of the dependent variable if the value of the independent variable increases or decreases. The aim is to determine the relationship between one dependent variable (dependent variable) and several other independent variables (independent variables).

This study, is used to determine whether there is an influence between Instagram Influencers and Sales Promotion on Generation Z Consumer Purchase Decisions at Culinary Marketing Events in Bandarlampung.

The general equation for multiple linear regression is as follows: $Y = a + b_1X_1 + b_2X_2 + e$

Hypothesis Testing

Model Test (F Test)

According to (Ghozali 2018), the F test is used to determine how much influence the independent variable has on the dependent variable if it is significant. To test this hypothesis, the following decision-making criteria are used:

- H_0 is accepted if the value of F count $<$ F table, for a significant level $\alpha = 5\%$.
- H_a is accepted if the value of F count $>$ F table, for a significant level $\alpha = 5\%$.

Partial Test (t Test)

According to (Ghozali 2018), the t test is used to test how far the influence of the independent variables used in this study individually in explaining the dependent variable partially. The basis for decision making used in the t-test is as follows:

H0 is accepted if the value of $t_{count} < t_{table}$, for a significant level $\alpha = 5\%$.
 Ha is accepted if the value of $t_{count} > t_{table}$, for a significant level $\alpha = 5\%$.

Coefficient of Determination

According to (Ghozali, 2018), the coefficient of determination (R^2) is used to measure how far the model's ability to explain the variation of the dependent variable is a small R^2 value means that the ability of the independent variables in explaining the variation of the dependent variable is very limited and a value close to one means that the independent variable provides almost all the information needed to predict the variation of the independent variable.

RESULTS AND DISCUSSION

Description of Respondent Data

The number of respondents who were used as samples in this study was 140 people. Respondents are Consumers of Generation Z Culinary Event Marketing Bandar Lampung. Based on the results of data collection through a questionnaire on google form, the characteristics of respondents in this study can be seen based on Generation Z, Age, Gender, Occupation, and Domicile in Bandar Lampung. The following presents data regarding the characteristics of respondents obtained in this study:

Table 4. Characteristics of Respondents Based on Generation Z

No	Generation Z	Frequency (Person)	Percentage (%)
1.	Yes	140	100%
2.	Not	0	0%
Total		140	100%

Source: Data Processed by Researchers, 2022

Based on Table 4.1 above, it can be concluded that all Bandar Lampung Culinary Event Marketing Consumers in this study are Generation Z.

Table 5. Characteristics of Respondents by Age

No	Age	Frequency (Person)	Percentage (%)
1.	20 years	39	28%
2.	21 years	51	36%
3.	22 years	33	24%
4.	23 years	7	5%
5.	24 years old	10	7%
Total		140	100%

Source: Data Processed by Researchers, 2022

Based on Table 4.2 above, it can be concluded that the Bandar Lampung Culinary Event marketing consumers who are the most dominant respondents are Generation Z aged 21 years.

Table 6. Characteristics of Respondents by Gender

No	Gender	Frequency (Person)	Percentage (%)
1.	Man	33	24%
2.	Woman	107	76%
Total		140	100%

Source: Data Processed by Researchers, 2022

Based on Table 4.3 above, it can be concluded that the consumers of Bandar Lampung Culinary Event marketing who became the most dominant respondents were Female Gender

Table 7. Characteristics of Respondents by Occupation

No	Work	Frequency (Person)	Percentage (%)
1.	Civil Servant	1	1%
2.	Student/I	127	91%
3.	Private Employees	6	4%
4.	Other	6	4%
Total		140	100%

Source: Data Processed by Researchers, 2022

Based on Table 4.4 above, it can be concluded that the consumers of Bandar Lampung Culinary Event marketing who are the most dominant respondents' jobs are students

Table 8. Characteristics of Respondents Based on Domicile

No	Domicile Bandarlampung	Frequency (Person)	Percentage (%)
1.	Yes	108	77%
2.	Not	32	23%
Total		140	100%

Source: Data Processed by Researchers, 2022

Based on Table 4.5 above, it can be concluded that the Bandar Lampung Culinary Event marketing consumers who are the most dominant respondents are domiciled in Bandar Lampung.

Table 9. Characteristics of Respondents Based on 140 Consumers who follow Instagram Influencer Accounts

No	Instagram Influencer Account	Frequency (Person)	Percentage (%)
1.	@kuliner_lampung	110	76,4%
2.	@sigerfoodies	40	27,8%
3.	@lampung	55	38,2%
4.	@potretlampung	57	39,6%
5.	@iwanlaksamana	6	4,2%

Source: Data Processed by Researchers, 2022

Based on Table 4.6 above, it can be concluded that the Bandar Lampung Culinary Event marketing consumers who are the most dominant respondents follow Instagram Influencer Accounts.

Validity Test

In this study, a validity test was conducted to measure the validity of a questionnaire used in a study. A questionnaire is said to be valid if the correlation value for the variable is compared with r_{table} at $n=140$ with the formula $df = n-2$ with a significance level of 0.05, so that the r_{table} is 0.1396. The results of the validity test can be seen in the table below:

Table 10. Validity Test Results

Variable	Dimension	Items	r count	r table	Information
Instagram Influencers (X₁)	Market Reach	X1.1	0.600	0.1396	Valid
		X1.2	0.560	0.1396	Valid
	Frequency of impact	X1.3	0.674	0.1396	Valid
		X1.4	0.649	0.1396	Valid
	Quality of Impact	X1.5	0.637	0.1396	Valid
	Closeness to Decision	X1.6	0.722	0.1396	Valid
		X1.7	0.580	0.1396	Valid
Sales Promotion (X₂)	Sweepstakes	X2.1	0.706	0.1396	Valid
		X2.2	0.686	0.1396	Valid
	Shopping Coupon	X2.3	0.763	0.1396	Valid
	Discounts	X2.4	0.707	0.1396	Valid
		X2.5	0.749	0.1396	Valid

	Purchase with Products	X2.6	0.734	0.1396	Valid
	Employee Service	X2.7	0.745	0.1396	Valid
Purchase Decision (Y)	Problem Introduction	Y.1	0.739	0.1396	Valid
		Y.2	0.690	0.1396	Valid
		Y.3	0.759	0.1396	Valid
	Information Search	Y.4	0.732	0.1396	Valid
		Y.5	0.781	0.1396	Valid
		Y.6	0.804	0.1396	Valid
	Alternative Evaluation	Y.7	0.802	0.1396	Valid
		Y.8	0.822	0.1396	Valid
	Buying decision	Y.9	0.790	0.1396	Valid
		Y.10	0.684	0.1396	Valid
		Y.11	0.703	0.1396	Valid
		Y.12	0.776	0.1396	Valid
	Behavior After Purchase	Y.13	0.737	0.1396	Valid
		Y.14	0.705	0.1396	Valid
Y.15		0.738	0.1396	Valid	
Y.16		0.733	0.1396	Valid	
Y.17		0.689	0.1396	Valid	

Source: Data Processed by Researchers, 2022

Reliability Test

The reliability test was carried out by comparing the Cronbach Alpha values. The Cronbach Alpha value of all variables is greater than 0.6 and is declared reliable, so it can be used as a research tool. The following are the results of reliability tests that have been carried out by research using SPSS software:

Table 11. Reliability Test Results

Variable	Cronbach Alpha . value	Information
Instagram Influencers	0.859	Reliable
Sales promotion	0.907	Reliable
Buying decision	0.959	Reliable

Source: Data Processed by Researchers, 2022

Based on the Table of Reliability Test Results, it can be seen that all values of each variable have a Cronbach Alpha value > 0.60. Based on these results, it can be concluded that the questionnaire on each variable (X1, X2) and variable (Y) is declared reliable as a measuring tool.

Data Analysis Technique

Multiple Linear Regression Analysis

This analysis, it is used to find out and get an overview of Instagram Influencers (X1), Sales Promotion (X2), on Purchase Decisions (Y). The model in multiple linear regression to test the hypothesis is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Below are the results of tests carried out by researchers using SPSS 21 software, so that the regression equation is obtained as follows:

Table 12. Multiple Linear Regression Test Results

Coefficients				
1	Model	Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
		(Constant)	15,183	3,219
	Instagram Influencers	1,272	0,136	0,567
	Sales promotion	0,716	0,123	0,353

Source: Data Processed by Researchers, 2022

Based on Table 4.9 above, the results of multiple linear regression analysis obtained the following equation:

$$Y = 15.183 + 1.272 X_1 + 0.716 X_2$$

1. Constant = 15,183

The constant value indicates that if the independent variables (Influencer Instagram and Sales promotion) are assumed to be zero, then the dependent variable (Purchase Decision) is 15,183

2. $b_1 = 1.272$

The coefficient value of the promotion variable (X_1) is 1.272. This shows that the Instagram Influencer variable has a positive and significant effect, which means that for every 1 unit increase in the Instagram Influencer variable, it will increase the purchasing decision variable by 1.272.

3. $b_2 = 0.716$

The coefficient value of the Sales Promotion variable (X_2) is 0.716. This shows that the Sales Promotion variable has a positive and significant effect, which means that every 1 unit increase in the Sales Promotion variable will increase the Purchasing Decision variable by 0.716.

Hypothesis Test

Simultaneous Test (F Test)

In this study, the F test was conducted, which serves to test whether the independent variables jointly affect the dependent variable. Furthermore, the results of the F test can be seen in the following table:

Table 13. Simultaneous Test Results (Test F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11278,109	2	5639,055	160.737	0.000a
	Residual	4806,291	137	35,082		
	Total	16084,400	139			

Source: Data Processed by Researchers, 2022

Based on Table 4.10 shows that the F test can be done by comparing F_{count} with the F_{table} value at a significance level of 0.05. The value of F count is 160.737 and F_{table} with $df_1 = k-1$ ($df_1 = 3-1 = 2$), then the degree of numerator is 2 and $df_2 = nk$ ($df_2 = 140-3 = 136$) for the degree of the denominator, then the obtained F_{table} is 2, 67, it means that $F_{count} > F_{table}$ which is $160.737 > 32.67$. The significance value is $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. In the results of the F test, it can be concluded that Hypothesis Three (H_3) is accepted, namely the Instagram Influencer and Sales Promotion variables together have an influence on the Purchase Decision of Culinary Marketing Events on Generation Z Consumers in Bandar Lampung.

Partial Test (t Test)

The t-test is used to test whether an independent variable has affected the dependent variable. The results of partial hypothesis testing (t test) are as follows:

Table 14. Partial Test Results (t Test)

Coefficients			
Model	t	Sig.	Information
(Constant)	4,716	0.000	
Instagram Influencers	9,333	0.000	Positive and Significant
Sales promotion	5,816	0.000	Positive and Significant

Source: Data Processed by Researchers, 2022

Based on Table 4.11 above, the hypothesis test in this study was carried out at a significance level of 0.05, while the t-table value can be calculated in the t-test table with the formula $df = n - k$ or $df = 140 - 3 = 136$, so that the t-table is 1.65613. To determine the magnitude of the effect of each independent variable partially on the dependent variable is as follows:

1. H₁: Test the Instagram Influencer hypothesis (X₁) on Purchase Decision (Y) based on the calculation results obtained $t_{count} 9.333 < t_{table} 1.65613$ with a significant level of 0.05, which is $0.000 > 0.05$. This means that the Instagram Influencer variable partially has a positive and significant effect on the Purchase Decision of Culinary Marketing Events for Generation Z Consumers in Bandar Lampung.
2. H₂: Test the Sales Promotion hypothesis (X₂) on the Purchase Decision (Y) based on the calculation results obtained $t_{count} 5.816 > t_{table} 1.65613$ with a significant level of 0.05, which is $0.000 < 0.05$. This means that the Sales Promotion variable partially has a positive and significant effect on Purchase Decisions for Culinary Marketing Events for Generation Z Consumers in Bandar Lampung.
3. H₃: Test the Instagram Influencer hypothesis (X₁) on Purchase Decision (Y) based on the calculation results obtained $t_{count} 9.333 < t_{table} 1.65613$ with a significant level of 0.05, which is $0.000 > 0.05$. Test the Sales Promotion hypothesis (X₂) on Purchase Decisions (Y) based on the calculation results obtained $t_{count} 5,816 > t_{table} 1,65613$ with a significant level of 0.05, which is $0.000 < 0.05$. This means that the Instagram Influencer and Sales Promotion variables are the same positive and significant effect on the Purchase Decision of Culinary Marketing Events on Generation Z Consumers in Bandar Lampung

Coefficient of Determination Analysis

The coefficient of determination (R²) is used to measure how far the model's ability to explain the independent variables. The value used is between no and one. If the value is small, then the ability of this independent variable in explaining the dependent variables is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2018).

Table 15. Determinant Coefficient Results (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.837a	0.701	0.697	5.92304
a. Predictors: (Constant), Sales Promotion (X2), Instagram Influencer (X1)				

Source: Data Processed by Researchers, 2022

Based on Table 4.32, the coefficient of determination shows the Adjusted R Square number with a value of 0.697. This shows that 69.7% of the influence that can be explained by the independent variable (Instagram Influencer and Sales Promotion) on the dependent variable (Purchase Decision), while the remaining 30.3% explained by other variables not tested in this study.

CONCLUSION

Based on the results of research and discussions that have been carried out regarding the Effect of Instagram Influencers and Sales Promotion on the Consumer Purchase Decisions of Generation Z in Bandarlampung Culinary Event Marketing, it can be concluded that:

1. Instagram influencers partially have a positive and significant effect on Consumer Purchase Decisions for Generation Z of Bandar Lampung Culinary Marketing Events. This means that the first hypothesis is accepted.
2. Sales Promotion partially positive and significant effect on Consumer Purchase Decision Generation Z Culinary Event Marketing Bandar Lampung. This means that the second hypothesis is accepted.
3. Instagram Influencers and Sales Promotions Together have a positive and significant impact on the Purchase Decisions of Generation Z Consumers in Bandarlampung Culinary Marketing Events. This means that the third hypothesis is accepted.

Research Limitations

This research also has limitations, namely:

1. Due to time, effort and cost limitations, this study only took a sample of 140 respondents. For further research, it can increase the number of respondents, so that it can better represent the actual situation.
2. This study only examines Instagram Influencers and Sales Promotions at Culinary Marketing Events in Bandarlampung City, while there are many other variables that can influence Purchase Decisions.

3. The variables studied in this study are still limited. so it is necessary to do further research by adding other variables in further research in order to produce a broader picture related to the problems in this study.
4. Suggestions for further research can use the same object but in different fields so that the research results can be more generalized and reflect the research model.
5. Suggestions for further research can add the form of open questions to the questionnaire that will be given to respondents. It aims to dig deeper information and can provide criticism and suggestions regarding the object of research.

Implication

The implications of the research results consist of theoretical implications and practical implications. The theoretical implications relate to the contribution of developing marketing theories such as Instagram Influencers, Sales Promotions and purchasing decisions, while the practical implications relate to the contribution of research to Culinary Event Marketing in Bandar Lampung.

1. Theoretical Implications

- a. Based on the research results, the Instagram Influencer variable positive and significant effect on Consumer Purchase Decisions of Generation Z Culinary Marketing Events. This means that the reliability of Instagram Influencers in influencing Generation Z Consumers of Culinary Marketing Events is achieved. This is supported by Culinary Marketing Event review content uploaded to the Instagram Influencer account, so that it can attract the attention of Generation Z consumers.
- b. Based on the results of the study, the Sales Promotion variable has a positive and significant effect on Consumer Purchase Decisions for Generation Z Culinary Marketing Events. This means that Sales Promotion has performed well in terms of promoting. This is also supported by the promotions given is appropriate and able to attract Generation Z Consumer Purchase Decisions at the Bandar Lampung Culinary Marketing Event location.

2. Practical Implications

- a. The results of this study are used as an illustration for business people so that they can be used as input and consideration for companies to increase company profits or profits so that they can compete with similar business competitors.
- b. In terms of Instagram influencers in the city of Bandar Lampung in the future, they can be more innovative in creating interesting content ranging from creative captions and videos or holding events so that consumers can be interested and decide to make a purchase.
- c. In terms of sales promotion, culinary business people in the city of Bandar Lampung should pay more attention to the promotions carried out, such as giving discounts, utilizing social media or cooperating in an event to interact directly with consumers in influencing purchasing decisions to increase sales.

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