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ADVANCES IN SOCIAL HUMANITIES RESEARCH

Analysis of Instagram Digital Marketing and Product Quality, on Repurchase Intention in Tenpura Jakarta

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Abstract

This study aimed to examine the effects of Instagram digital marketing and product quality on customers' repurchase intention at Tenpura Jakarta, a restaurant located in Blok M, South Jakarta. A quantitative research design with an associative approach was employed. Data were collected through questionnaires administered to 100 respondents selected using purposive sampling. The data were analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression analysis with IBM SPSS Statistics. The results revealed that digital marketing had a positive and statistically significant relationship with repurchase intention, with a reported correlation coefficient (r) of 0.420 and a significance level of $p < 0.001$. Conversely, product quality was not significantly associated with repurchase intention ($r = -0.019$, $p = 0.849$). The overall regression model was statistically significant ($F = 10.492$), with a coefficient of determination (R^2) of 0.178, indicating that digital marketing and product quality collectively explained 17.8% of the variance in repurchase intention. These findings suggest that Instagram digital marketing was more strongly associated with customers' repurchase intention than product quality in the context of Tenpura Jakarta. The study highlights the importance of optimizing Instagram digital marketing strategies and recommends examining additional factors, such as brand image and customer experience, to better understand and potentially enhance customers' repurchase intention.

INTRODUCTION

Digital marketing has become an integral component of restaurant communication strategies, as consumers increasingly discover products and services through visually oriented platforms and interactive digital channels. Instagram enables businesses to showcase menus, communicate with customers, respond to feedback, and strengthen audience engagement. Marketing theory suggests that digitally mediated interactions can influence various stages of the customer journey; however, online engagement does not necessarily translate into repeat purchasing behavior (Kotler et al., 2021).

In the restaurant industry, product quality also plays an important role in shaping consumer experiences through food taste, ingredient quality, presentation, and consistency. Tenpura Jakarta operates in the competitive culinary district of Blok M, South Jakarta, where consumers can choose among numerous Japanese restaurants. This competitive environment provides a relevant context for examining whether Instagram digital marketing and perceived product quality are associated with customers' intentions to make repeat purchases (Ali et al., 2018).

Previous research has examined the relationships among digital marketing, brand communication, consumer engagement, and customer loyalty in the hospitality industry (Dwivedi et al., 2021; Rather, 2021). These studies suggest that visual marketing content, digital interactions, and customer experiences contribute to consumer behavioral responses. However, their findings do not necessarily establish the relative contributions of digital marketing and product quality to repurchase intention within the specific operational and competitive context of Tenpura Jakarta.

The research gap lies in the limited context-specific empirical evidence regarding the individual and combined relationships of Instagram digital marketing and product quality with customers' repurchase intention in restaurant settings. Furthermore, the study distinguishes self-reported repurchase intention from actual repeat purchasing behavior, as the questionnaire-based research design does not directly measure subsequent transactions.

Addressing this gap is particularly important for a relatively new restaurant seeking to allocate limited resources effectively among digital content development, customer engagement, product quality enhancement, and service improvements. Although the original restaurant records indicated fluctuations in customer numbers, these variations alone could not establish their underlying causes or demonstrate changes in repeat purchasing behavior. A quantitative survey-based approach therefore provides an opportunity to examine the relationships among the selected variables while acknowledging the potential influence of other factors on customers' purchasing decisions.

The contextual novelty of this study lies in its simultaneous examination of Instagram-based digital marketing and perceived product quality as predictors of repurchase intention within a specific restaurant environment. The research employed a quantitative associative approach and adopted the Stimulus–Organism–Response (SOR) framework as a conceptual perspective for interpreting consumer behavior. However, because organism-related mediating constructs were not independently measured, the study did not empirically test the complete mediating mechanism proposed by the SOR framework.

Accordingly, this study aimed to examine the individual and simultaneous relationships of Instagram digital marketing and perceived product quality with customers' repurchase intention at Tenpura Jakarta. From a practical perspective, the findings were expected to provide insights into the relative importance of digital communication and product-related experiences in informing restaurant marketing and operational strategies. Academically, the study contributes context-specific empirical evidence to the literature on digital marketing and consumer repurchase intention while providing a foundation for future research incorporating additional variables, such as price perceptions, service quality, customer satisfaction, and actual repeat purchasing behavior

METHOD

This study employed a quantitative associative research design to examine the relationships between digital marketing (X1), product quality (X2), and repurchase intention (Y) among Tenpura Jakarta customers. The study population consisted of customers who had previously purchased products from the restaurant. A total of 100 respondents were selected using nonprobability purposive sampling based on their previous purchases, exposure to Tenpura Jakarta's Instagram promotions, and willingness to participate in the survey.

Primary data were collected using a structured questionnaire with a five-point Likert scale. Digital marketing was measured through information quality, customer interaction, and visual content, while product quality was assessed based on taste, ingredient quality, presentation, and consistency. Repurchase intention was measured through purchase intention, recommendation intention, and customer preference. Data collection was supported by observations and a review of relevant literature. The questionnaire underwent validity and reliability testing to assess the quality of the measurement instrument.

Data were analyzed using IBM SPSS Statistics through instrument validity and reliability tests, classical assumption tests, and multiple linear regression analysis. Partial t-tests and a simultaneous F-test were conducted to examine the individual and combined relationships of the independent variables with repurchase intention. The coefficient of determination (R^2) was calculated to assess the model's explanatory power. Statistical significance was evaluated at the 0.05 level. The analysis focused on identifying statistical associations rather than establishing causal relationships.

RESULTS AND DISCUSSION

Results and SOR Analysis

Based on the results of data analysis, it was found that the digital marketing variable had a positive and significant relationship with repurchase intention with a correlation value (r) of 0.420 which was included in the medium category, while product quality showed a very weak and insignificant relationship with a correlation value (r) of -0.019. This result was strengthened through regression analysis, where digital marketing partially had a significant effect on repurchase intention, while product quality did not show a significant influence. Simultaneously, both variables had an influence on repurchase intention with an F-value of 10.492 and a significance level of 0.000 (< 0.05). However, a determination coefficient value (R^2) of 0.178 showed that only 17.8% of the variation in repurchase intention could be explained by the research model, while 82.2% was influenced by other factors outside the variables studied.

When analyzed using the Stimulus-Organism-Response (SOR) approach, digital marketing and product quality act as a stimulus (S), while repurchase intention is a response (R). The results of the study show that not all stimuli have the same power in influencing customer response. Digital marketing has been proven to be able to influence the internal conditions of customers (organisms) such as perceptions, emotions, and interests so that it produces responses in the form of repurchases, while product quality is not able to trigger these internal processes significantly. These findings show that in the context of modern marketing, especially in the digital-based restaurant industry, visual, interactive, and experience-based

stimuli are more effective than rational stimuli such as product quality, indicating a shift in customer behavior that is more influenced by digital experiences and social media exposure.

Based on these results, further evaluation and studies are needed to increase customer repurchase intention. Optimizing digital marketing strategies needs to be done through improving the quality of visual content, communication consistency, and the use of influencers and user-generated content to strengthen customer engagement. On the other hand, product quality still needs to be evaluated, not only from the technical aspect but also from how the quality is perceived by customers through menu innovation, presentation, and strengthening the emotional value of the product. In addition, the low value of the determination coefficient shows the importance of considering other factors such as brand image, customer experience, price, and social influence in research models and business strategies. Therefore, increasing repurchase intention requires a more comprehensive and integrated approach to be able to explain and influence customer behavior more optimally.

Low Determination Coefficient (R2) Analysis

A determination coefficient (R^2) value of ±29% indicates that the Digital Marketing and Product Quality variables are only able to explain a small part of the variation in Repurchase Intention. In the SOR perspective, this shows that the stimulus used in the study does not cover all factors that affect customer behavior (Pandita et al., 2021; Liu et al., 2024).

First, the research model only uses two main stimuli, whereas in SOR theory there are various other stimuli such as price, brand image, service quality, and customer experience which also play an important role in shaping customer behavior (Tran & Nguyen, 2023; Rather et al., 2022).

Second, the variables of organisms as mediators were not directly measured in this study. In fact, in the SOR model, organisms are a key component that explains how stimuli are processed into responses. The absence of these variables causes the relationship between stimulus and response to be less than optimal (Gao et al., 2024; Li et al., 2022).

Third, modern customer behavior that is dynamic and influenced by various external factors such as trends, social influence, and digital experiences causes research models to be less able to explain the phenomenon comprehensively (Dwivedi et al., 2021; Zhang et al., 2023).

CONCLUSION

This study identified a positive association between Instagram digital marketing and repurchase intention among 100 surveyed customers of Tenpura Jakarta, whereas the relationship between product quality and repurchase intention was not statistically significant ($r = -0.019$, $p = 0.849$). The overall multiple linear regression model was statistically significant ($F = 10.492$), with a coefficient of determination (R^2) of 0.178, indicating that digital marketing and product quality collectively explained 17.8% of the variance in respondents' repurchase intention scores. These findings suggest that Instagram digital marketing was more strongly associated with repurchase intention than product quality within the surveyed sample. However, the observed relationships did not establish causality or demonstrate that digital marketing directly increased actual repeat purchases.

Future research should employ larger and more representative samples, incorporate verified repeat-purchase data, and investigate additional determinants, including price perceptions,

service quality, customer satisfaction, customer experience, and brand image. Furthermore, inconsistencies in the reported regression coefficients and R^2 values should be resolved through verification against the original IBM SPSS Statistics output to ensure the accuracy and reliability of the findings. From a managerial perspective, Tenpura Jakarta should prioritize evaluating and optimizing its Instagram marketing strategies while maintaining consistent product quality and systematically monitoring customer retention and actual repurchase behavior.

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CONFLICT OF INTEREST

The authors state that there is no conflict of interest in the research, writing, or publication of this article.

AUTHOR CONTRIBUTION

All authors contributed to the preparation of this article. Author 1 (Mochamad Thariq Yafi Soejadi) played a role in the conceptualization of the research, played a role in the collection and analysis of data, played a role in the interpretation of the results and the preparation of the manuscript, while the other author contributed to the review, editing, and final approval of the manuscript.

GENERATIVE ARTIFICIAL INTELLIGENCE USAGE STATEMENT

The author states that no generative artificial intelligence was used in the preparation of this article.

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