

BOOSTING STUDENT PURCHASING INTENTION: THE ROLE OF INSTAGRAM MARKETING, HALAL AWARENESS, AND PRODUCT QUALITY FOR MOCHIBO

Siswi Rismaningsih¹, Ahmad Mulyadi Kosim², Reni Sinta Dewi³

¹²³*Ibn Khaldun University Bogor, Indonesia*

Corresponding e-mail: siswirisma9619@gmail.com

Article History

Received: 08 August 2023 Revised: 22 October 2023 Accepted: 02 December 2023

Abstract

The objective of this study is to examine the impact of Instagram digital marketing, halal awareness, and product quality on the purchasing behavior of students at MSMEs Mochibo. This study employs a form of quantitative research. A non-probability sampling technique was employed to collect data from a sample of 101 respondents. A data collection technique was employed through the distribution of questionnaires. The data analysis technique employed includes classical assumption testing, multiple regression, hypothesis testing (t-test and F test), and the coefficient of determination. The data processing involves the utilization of SPSS software, specifically version 26. The findings of this study suggest that Instagram digital marketing has a notable impact on student buying interest at MSMEs Mochibo. However, the study did not find any significant effect of halal awareness on student buying interest at MSMEs Mochibo. Additionally, the study found that product quality has a significant influence on student buying interest at MSMEs Mochibo. This study aims to enhance students' understanding of halal practices and their impact on consumer behavior. Specifically, it focuses on how the message conveyed can influence students' buying interest in Mochibo MSMEs.

Keywords: *Digital Marketing, Halal Awareness, Instagram, Product Quality, Purchase Intention*

JEL Classification: *M31, L81, Z12, D12*

1. INTRODUCTION

The advancement of technology has greatly enhanced the convenience for consumers to access the internet and communicate with others at any time and from any location. It has also made it faster and easier to find the information needed and facilitate trade. The entire industry is engaged in competitive trading, all striving to meet the specific desires of consumers, particularly in the food industry. To survive and thrive in the competitive food industry, it is crucial for companies to offer products that can effectively compete with others. This is particularly important in the era of globalization, where numerous manufacturers are introducing new and similar items to the market. To capture consumer interest, it is essential for companies to differentiate their products. Marketing is crucial in the food industry, as it encompasses all activities involved in producing and promoting a product until it is accepted by consumers. Running a business, of course. Successfully navigating the complexities and uncertainties of business requires a thorough understanding of the methods to overcome risks and challenges. By effectively managing these obstacles, one can ensure the stability of their business (Riskita, 2022) .

Digital marketing offers a practical, fast, and efficient way for manufacturers to deliver their products to consumers without incurring high promotional costs. With the

advancement of technology, the scope of digital marketing has expanded beyond just the internet and advertisements. Only the producer can utilize social media to achieve this. In order for the draft marketing of this new digital-based product to be widely utilized by businesses, home-based entrepreneurs, and small and medium-sized enterprises (MSMEs) in Indonesia (Wati and Martha, 2020) .

Within the realm of digital marketing, numerous applications exist for the purpose of sharing photos and videos. Examples of such applications include Instagram, Facebook, Shopee, and others. Mochibo digital marketing places a strong emphasis on utilizing Instagram as a primary platform. Instagram is a notable example of internet progress, as evidenced by its current high user count. The Instagram application is currently popular among users who are looking for ways to make the most of digital technology. Based on data from the Association of Indonesian Internet Network (APJII), the number of active Instagram users in Indonesia has reached 99.99 million as of 2022. Instagram plays a crucial role for businesses that utilize it as a marketing platform. It is widely recognized as an effective promotional tool, facilitating communication between businesses and consumers, and ultimately driving sales growth.

The online shop @Mochibo_bogor heavily relies on Instagram as its primary digital marketing platform, which is considered more important and frequently used compared to other digital media. Activities conducted by micro, small, and medium enterprises (MSMEs) Mochibo utilizes a framework to effectively promote products. One method is by uploading captivating photos of the product on platforms like Instagram. This helps to attract more followers and engage them through thoughtful captions and responses to their comments. Photos were uploaded, although some obstacles were encountered at the time. This refers to MSMEs. The topic of Mochibo is connected to Development is still not at its optimal stage. There is a significant number of Mochi fans on Instagram who are not yet aware of Mochibo MSMEs products. The quality of their unfinished products is well-known among Mochi food consumers. By utilizing Instagram as a platform, Mochibo aims to engage consumers more actively and increase awareness of their products. It is crucial for mochi food enthusiasts to be aware of Mochibo MSMEs, a halal product that caters to their preferences. Mochibo is proud to hold a halal certification, ensuring that our products meet the highest quality standards. We believe that the quality of our products is of utmost importance and will surely captivate potential buyers. Mochibo MSMEs operates in the city of Bogor.

Products with the halal label from LPPOM-MUI indicate that they have undergone thorough inspection and have been deemed free from any elements prohibited by Islamic teachings. This ensures that they are safe for consumption by Muslim consumers. This labeling provides clarity for the import of food products, ensuring that Muslim consumers are well-informed (Imanullah, 2018) .

Halal awareness is important for Muslim consumers who are seeking to consume products that comply with Islamic law. It is important for consumers who follow Islamic law to have a clear understanding of the purchasing process, food packaging, and food hygiene. One objective is to create a lifestyle that aligns with the principles of sharia, while also raising awareness among Muslim consumers about halal products. Consumers who prioritize halal products are driving producers to be more diligent in their halal production processes (Devi and Firmansyah, 2019). This increased awareness among consumers is expected to have a positive impact on the industry. There is still a significant gap in halal awareness among producers, resulting in a low level of understanding. The cost of obtaining halal certification is quite expensive, which discourages some

individuals from making their products halal. As a result, they only fulfill the minimum requirements for certification. Once all the necessary processes have been completed and the appropriate certification has been obtained, the halal elements are no longer overlooked (Maliha and Devi, 2023; Devi and Nawawi, 2018).

It is important to consider the quality of the products offered to consumers, as this can greatly influence their interest in making a purchase. A high-quality product should naturally pique the interest and motivate consumers to make a purchase. Conversely, if the product's quality is poor, it will have negative consequences. The consumer has no interest in the product being offered. A high-quality product should always prioritize consumer satisfaction. Interest in purchasing a product often arises from a consumer's process of observation and learning about the product. Consumers who are interested According to Dwi (2022), when considering purchasing a product, it is important to pay attention to its existence, develop a liking for the product, and then decide that ultimately leads to a purchase.

2. LITERATURE REVIEW

Marketing as a process in which individuals and groups acquire desired products and services by creating, offering, and exchanging them with others (Chakti, 2019). Digital marketing involves promoting and researching markets through online digital media, utilizing various methods such as social networking. The virtual world has evolved to not only connect people with devices, but also to connect people with others around the world. Digital marketing simplifies the process for businesses to monitor and cater to consumer needs. Similarly, consumers can easily seek and find product information by exploring virtual worlds. This streamlines the search process (Purwana et al., 2017).

Instagram is a widely recognized social media platform that is highly regarded in the industry for its effectiveness in promotion. The significance of this matter cannot be overstated. Instagram is commonly used as a promotional tool by managers to assign staff members to monitor and allocate a specific budget for marketing on the platform. Instagram allows users to engage with others and utilize it for both personal and professional purposes (Elvira, 2022). A survey conducted by Hootsuite in January 2018 revealed that Indonesia ranked third globally in terms of the highest number of Instagram users (Maharani, 2021).

Instagram marketing involves connecting the offer industry, whether it be products or services, with the market through the popular social media platform, Instagram. Instagram was initially created with the objective of allowing users to upload and edit photos for their profiles according to their preferences. However, over time, Instagram has evolved and introduced a range of incredible features. The process of development. Utilizing the divert function on Instagram has become a valuable tool for conducting business and establishing brand presence in the digital realm.

Instagram provides a digital platform for brands and business owners to promote their products or services. Many businesses have discovered that establishing a strong online brand presence can greatly enhance their e-commerce marketing efforts. Instagram TV, also known as IGTV, can be effectively utilized as a powerful marketing tool. IGTV allows users to upload full-length videos that are longer than 60 seconds. Additionally, users can organize their videos into series or groups. Includes additional videos, commonly referred to as WebSeries. Social media is not only used for sharing photos and videos, but also for promoting goods and services from businesses. Instagram is a social media platform that has a significant impact on the sales of business items. Instagram is

a versatile platform that allows users to access a wide range of information, including news, entertainment, product promotions, and more. In addition, Instagram can serve as a platform for users to establish their online presence. In order to gain recognition in the digital realm, individuals often strive to create engaging content that attracts likes, comments, and followers. This can help them establish a presence and become more widely known to the public (Elvira, 2022). Methods for promoting products on Instagram:

1. Promotion Business Account. When it comes to selling and promoting products, it is important to consider the impact on the business. The objective is to obtain data on the fluctuations in income and sales.
2. To ensure engaging and relevant content, it is important to create content that is both interesting and tailored to the desired audience. It is important to consider various aspects when starting a design project, such as the design, colour, layout, and illustrations used. These elements play a crucial role in making the design interesting and targeted.
3. Hashtags for Optimization. Methods for promoting on Instagram using optimized hashtags. Hashtags are tags used on Instagram to categorize content, making it easier for others to find.
4. Enhancing the Efficiency of Instagram Reels. Utilize reels to effectively expand your audience and maximize your reach. This feature is highly effective in connecting with new individuals and achieving optimal reach.
5. Share customer testimonials. Content derived from buyer testimony is not limited. Additionally, it is possible to engage with consumers as well. Please provide concise and academic content for the testimony as follows: a) Testimonials from consumers who have purchased the existing product. b) Provide clear answers to questions from consumers who are interested in making a purchase through a post. c) In the event of any issues with a consumer, offer rewards as a sign of assurance. There is a 100% guarantee, and other consumers can also be confident in the resolution of the matter.

A study conducted by Shaari & Arifin (2010) found that Muslim consumers are highly conscious of their choices and actively seek out halal products that comply with Islamic law. The Qur'an discusses the dietary restrictions of Halal and Haram foods, which are considered the divine commandments of Allah SWT. In QS Al-Baqarah: 173, it is stated that Allah has prohibited the consumption of carrion, blood, pigs, and animals that are not slaughtered in the name of Allah. If someone is compelled to consume something against their will and does not exceed the limit, then there is no sin for them. Indeed, Allah is highly forgiving and greatly compassionate.

According to Islamic law, it is important for individuals to adhere to the guidelines set by God regarding the consumption of Halal food. Any food that is deemed unclean must be avoided, as stated in QS Al-Baqarah: 168, where Allah SWT instructs mankind. Consume permissible and wholesome food from the earth, while avoiding the temptations and influences of the devil. The devil is a formidable adversary. Amelisa et al., (2018) that a quality product is one that meets the needs of the consumer market. To achieve this, the industry must have a clear understanding of what consumers require and ensure that the product has the necessary capabilities to fulfil its intended function. The quality of a product is determined by its physical condition, properties, and functionality. A fine product is one that meets the specific needs and preferences of the consumer, with attributes such as durability, reliability, convenience of use, suitability, and ease of repair.

These components are carefully designed to fulfill consumer needs and preferences.

Widyaningrum's (2019) study that the determining factor for interest in purchasing is consumer trends. When making a purchase or engaging in related activities, it is important for consumers to conduct thorough research and consider various factors before buying a particular brand or product. According to Lailla & Tarmizi (2020), the purchase of interest is a growing trend among consumers. When consumers make purchases, they consider the level of possibility for buying something or engaging in related actions "*I am considering purchasing an item, but I am uncertain about whether to proceed with the purchase. Additionally, I am unsure if I will be able to return the item if I decide against keeping it*". Islamic teachings do not prohibit individuals from fulfilling their needs and desires, as doing so can enhance their honor and dignity as human beings. Everything on Earth was created for the benefit of humans. However, it is important for individuals to consume goods and services in a responsible and ethical manner, avoiding excessiveness. Meeting needs and desires is permissible if it does not cause harm or go against the greater good.

In the study conducted by Treasureji (2012), a student is defined as an individual who is actively engaged in the pursuit of knowledge and is currently enrolled in an educational institution. This can include a wide range of institutions such as colleges, academies, polytechnics, top-tier secondary schools, institutes, and universities. As per a study conducted by Siswoyo (2013), students can be described as individuals who pursue higher education in various institutions, including both public and private colleges and universities. The student believes they possess a high level of intelligence, with strong critical thinking skills and effective planning abilities. Being critical thinkers and acting with speed and precision is a fundamental aspect of every student's nature, which is essential for their overall development.

The role of MSMEs in the national economy is highly significant and strategic. Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in driving economic growth and creating employment opportunities. In addition, small and medium-sized enterprises (SMEs) contribute to the distribution of development outcomes. MSMEs serves as a temporary workplace for those transitioning into the formal sector, while also contributing to the growth of the economy. This phenomenon resulted in a significant increase in absorption capacity (Kusdiana & Gunardi, 2014).

Several fruits thrive in the plains of Bogor, each with its own unique qualities. One such fruit is Mochibo, a chewy sticky rice wrap filled with various locally grown fruits. Bogor is known for four local fruits: taro, nutmeg, pineapple, and strawberry. The difference in mochi lies in the local fruit used, which gives it a unique flavor compared to mochi from other regions. Despite its focus on fruit flavors, Mochibo also offers a variety of chocolate, cheese, and nut flavors, similar to traditional mochi. Mochibo stands out from other mochi with its addition of new flavors, such as chocomint almond. This variant of choco mint almond is distinct and comprehensive. Each mochi contains three distinct flavors. The fruit used in Mochibo is in its original form, without being processed into jam or cream. To ensure the freshness and quality of the mochi, it is essential to use fresh fruit as an ingredient. This is particularly important as the mochi is made without the use of any preservatives (Ekraf, 2018).

3. METHODOLOGY

This research employed a quantitative methodology. This method is rooted in the philosophy of positivism and is commonly used to study a specific population or a

random sample. Researchers collect data using research instruments and analyze it using statistical methods to test the stability of hypotheses. This study aims to analyze the influence of variables such as Instagram digital marketing, Halal awareness, and product quality on consumer interest in purchasing at MSMEs Mochibo. Respondent in this study is student enrolled in the Faculty of Islamic Religion at the University Ibn Khaldun Bogor for the academic year 2022-2023. According to the data provided by SIAK University Ibn Khaldun Bogor, the current number of active students in the Faculty of Islamic Studies for the academic year 2022-2023 is 2,353. Sample criteria in study this are:

- a) Active student of Islamic Studies Faculty (Year Academic 2022-2023)
- b) Student who ever buy mochi food at MSMES Mochibo

The number of sample size is 100 respondents. In this research, data was collected by distributing a Google Form to students from the Faculty of Islamic Studies at Ibn Khaldun University, Bogor. The questionnaire, which is a common data collection technique, consisted of a series of written questions or statements that respondents were asked to answer. The researcher employed a Likert Scale, which is a scale used to measure individuals' or groups' opinions, attitudes, and perceptions regarding social phenomena.

4. RESULT AND DISCUSSION

The data collected was categorized based on gender, age, and occupation to gather demographic information about the respondents. A total of 101 questionnaires were completed through Google Forms. The data shows that 40% of the respondents are male, while 61% are female, indicating that the majority of respondents are women. Regarding age, 68% of the respondents are students from the Faculty of Islamic Studies at Ibn Khaldun University in Bogor, aged between 17 and 22 years. Additionally, 33% of the respondents are students from the same faculty, aged between 23 and 27 years. This suggests that the majority of respondents are students aged 17-22 years from the Faculty of Islamic Studies at Ibn Khaldun University.

The data further indicates that 23% of the respondents are in their second semester, with eight students, representing 8% of the total respondents. In the fourth semester, 22 students from the Faculty of Islamic Studies are enrolled, and in the sixth semester, this number increases to 48 students. The majority of respondents are in their eighth semester at the Faculty of Islamic Studies at Ibn Khaldun University in Bogor. Moreover, 40% of the respondents have not made any purchases from MSMES Mochibo, while 61% have purchased Mochibo products. This suggests that a significant number of respondents from the Faculty of Islamic Studies at Ibn Khaldun University have bought mochi products from MSMEs Mochibo. The following are the results obtained from the Requirements Test Analysis:

Validity Test

The technique employed involves comparing the scores of individual statements with a comprehensive score using correlation analysis. The evaluation was conducted by comparing the count value with the table value in R . If the count of r is greater than the r table, then the variable is considered valid. The table was searched for a significance level of 0.05, with a sample size (n) of 101 and degrees of freedom (df) equal to $n-2$. The obtained table value for r was 0.1956. The results of the data analysis are as follows:

Table 1. Validity results of all variables

Variable	Statement	Corrected Item Total Correlation (<i>r</i> count)	<i>r</i> table	Validity
Digital Marketing Instagram	X1.1	0.743	0.1956	Valid
	X1.2	0.758	0.1956	Valid
	X1.3	0.819	0.1956	Valid
	X1.4	0.805	0.1956	Valid
	X1.5	0.788	0.1956	Valid
	X1.6	0.824	0.1956	Valid
	X1.7	0.732	0.1956	Valid
	X1.8	0.800	0.1956	Valid
	X1.9	0.792	0.1956	Valid
	X1.10	0.825	0.1956	Valid
Awareness	X2.1	0.801	0.1956	Valid
	X2.2	0.841	0.1956	Valid
	X2.3	0.847	0.1956	Valid
	X2.4	0.742	0.1956	Valid
	X2.5	0.794	0.1956	Valid
	X2.6	0.831	0.1956	Valid
	X2.7	0.668	0.1956	Valid
	X2.8	0.670	0.1956	Valid
Quality Product	X3.1	0.768	0.1956	Valid
	X3.2	0.814	0.1956	Valid
	X3.4	0.846	0.1956	Valid
	X3.5	0.800	0.1956	Valid
	X3.6	0.788	0.1956	Valid
Interest Buy Student	Y. 1	0.860	0.1956	Valid
	Y.2	0.897	0.1956	Valid
	Y.3	0.888	0.1956	Valid
	Y.4	0.905	0.1956	Valid
	Y.5	0.885	0.1956	Valid
	Y.6	0.881	0.1956	Valid

From the variable above, it can be concluded that the count value of *r* from the entire variable is greater than the *r* table value, which is 0.1956, *p*. This indicates that all the data presented in this study is valid.

Reliability Test

A reliability test is commonly employed to assess the consistency of respondents' answers to research statements. A reliability test was conducted. This analysis was conducted using the SPSS 26 software, along with the Cronbach's alpha coefficient (α) as a statistical test. If the value of Mark Cronbach's alpha is greater than 0.60, the variable is considered reliable.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Information
Digital Marketing Instagram	0.932	Reliable
Halal Awareness	0.900	Reliable
Quality Product	0.944	Reliable
Interest Buy Student	0.945	Reliable

Based on the table above, it can be concluded that the statement regarding variables such as Instagram digital marketing, halal awareness, quality products, and student interest in purchasing is reliable. This has been demonstrated by Mark Cronbach through the alpha variable, which is greater than 0.60.

Multiple Linear Regression

Analysis is highly valuable and serves a dual purpose. To understand the influence of each dependent variable on the independent variable, it is important to analyze the relationship between them. Results data processing using SPSS 26.

Table 3. Multiple Linear Regression Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	.925	1619		.571	.569
	Digital Marketing Instagram	.116	056	.165	2057	042
	Halal Awareness	-.027	.064	-.031	-.421	.675
	Quality Product	.766	080	.764	9,638	.000

The results were analysed using multiple linear regression, yielding the following equation:

$$Y=925+0.116X_1-0.027X_2+0.766X_3$$

Description:

1. The constant term of 925 indicates that if all independent variables are held constant, the purchasing interest of students in MSMEs Mochibo will increase by 925 units.
2. The coefficient $\beta_1=0.116$ has a positive influence, suggesting that for every unit increase in Instagram digital marketing, the purchasing interest of students will rise by 0.116 units, assuming all other independent variables remain constant.
3. The coefficient $\beta_2=-0.027$ reflects a negative influence, indicating that if halal awareness decreases, the purchasing interest of students will decline by 0.027 units, with all other independent variables held constant.

4. The coefficient $\beta_3=0.766$ has a positive influence, suggesting that for every unit increase in product quality, the purchasing interest of students will increase by 0.766 units, assuming all other independent variables remain constant.

The Coefficient of Determination, denoted as R^2 , is a key statistical measure that evaluates how well a regression model explains the variability of the dependent variable based on the independent variables. It ranges from 0 to 1, where:

- An R^2 value of 0 indicates that the model does not explain any of the variability in the dependent variable, meaning that the independent variables have no predictive power.
- An R^2 value of 1 suggests that the model explains all the variability in the dependent variable, indicating a perfect fit between the model and the data.

Table 4. Coefficients Determination (R^2)

Summary Model ^b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimates
1	.873 ^a	.762	.755	2.24465

The Coefficient of Determination (R^2) reveals that approximately 75.5% of the variation in students' purchasing interest (Y) can be attributed to the variations in the independent variables, which include Instagram digital marketing, halal awareness, and product quality. This indicates a strong relationship between these factors and students' purchasing interest, suggesting that improvements in these areas could significantly enhance student engagement and buying behavior. Conversely, the remaining 25.5% of the variation in purchasing interest is influenced by factors not included in the model. These external variables could encompass a wide range of elements, such as personal preferences, social influences, economic conditions, or other marketing strategies that were not accounted for in this analysis.

The significant percentage explained by the model underscores its effectiveness in capturing the primary influences on students' purchasing interest, while also highlighting the complexity of consumer behavior, which can be shaped by numerous other factors. This information can be valuable for marketers and researchers seeking to understand and enhance purchasing behaviors among students, as it points to both the impact of targeted strategies and the importance of considering additional variables that may affect buying decisions.

A t-test was conducted to examine the relationship between an independent variable and a dependent variable. The purpose was to determine the extent to which the independent variable explains variation in the dependent variable on an individual level. If the significance value from the t-count is less than 0.05 or if the t-count is greater than the t-table value, then the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This demonstrates that independent variables have an individual impact on dependent variables.

Table 5. T test result

Model	Coefficients ^a		Q	Sig.
	Unstandardized Coefficients	Standardized Coefficients		

		B	std. Error	Betas		
1	(Constant)	.925	1619		.571	.569
	Digital Marketing Instagram	.116	056	.165	2057	042
	Halal Awareness	-.027	.064	-.031	-.421	.675
	Quality Product	.766	080	.764	9,638	.000

Based on the t-test results, it can be determined that the significance level of the variable "digital marketing Instagram" is 0.042, which is less than the threshold of 0.05. Therefore, it can be concluded that the variable "digital marketing Instagram" has a substantial influence on the purchasing interest of students in Mochibo MSMES items. The significance value for the variable awareness is 0.675, which is greater than the threshold of 0.05. Therefore, it can be stated that the variable (X2) representing halal awareness does not have a significant influence on the interest of students to buy Mochibo MSMES items. The significance value of the variable "quality product" (X3) is 0.000, which is less than 0.05. This indicates that the quality of the product has a substantial influence on the purchasing interest of students at MSMES Mochibo.

Discussion

The research findings indicate that the calculated t-value (*t-count*) for the Instagram digital marketing variable is 2.057, with a significance level of 0.042. In comparison, the critical t-value (*t-table*) is 1.984. Since the *t-count* of 2.057 is greater than the *t-table* of 1.984, and the significance value of 0.042 is less than the threshold of 0.05, we reject the null hypothesis (H0) and accept the alternative hypothesis (Ha). This result suggests that Instagram digital marketing has a statistically significant influence on the purchasing interest of students in MSMEs Mochibo products. These findings are consistent with previous studies by Khoziyah & Lubis (2021) and Nisa' & Sudarwanto (2022), which also demonstrated that digital marketing exerts a positive and significant impact on purchasing interest.

The significance of Instagram digital marketing in influencing student purchasing interest highlights the growing importance of social media platforms in shaping consumer behavior. Instagram, with its visually engaging content and extensive reach, serves as an effective tool for businesses like Mochibo to connect with potential customers. The platform allows for targeted marketing, where promotional content can be tailored to specific demographics, such as students, increasing the likelihood of converting interest into actual purchases. This finding underscores the necessity for businesses, especially those in the MSMEs sector, to invest in and optimize their digital marketing strategies on social media to remain competitive and appeal to a younger, tech-savvy audience.

Moreover, the positive and significant relationship between Instagram digital marketing and purchasing interest suggests that students are increasingly relying on social media for product discovery and decision-making. This behavior is likely driven by the convenience, accessibility, and interactive nature of social media platforms. For Mochibo, leveraging Instagram not only enhances brand visibility but also fosters a sense of community among customers through engaging content such as stories, posts, and live sessions. By maintaining a consistent and appealing presence on Instagram,

Mochibo can continue to attract and retain a loyal customer base, ultimately driving sales and supporting business growth. These insights also align with the broader trend of digitalization in marketing, where businesses that effectively utilize social media are better positioned to succeed in the modern marketplace.

The second finding revealed that the *t-count* for the halal awareness variable is -0.421, with a significance value of 0.675, while the *t-table* value is 1.984. Given that the *t-count* is less than the *t-table* and the significance value is greater than 0.05, we accept the null hypothesis (H₀) and reject the alternative hypothesis (H_a). This indicates that halal awareness does not have a statistically significant influence on the purchasing interest of students in Mochibo products. Interestingly, this finding contrasts with previous studies by Izzuddin (2018), Hendradewi et al. (2021), and Fadillah et al. (2022), which found that halal awareness significantly affects purchase intention.

One possible explanation for this discrepancy could be the specific characteristics of the student demographic targeted in this study. Students may prioritize other factors such as price, convenience, or brand appeal over halal certification when making purchasing decisions, particularly when they are already aware that the products from Mochibo adhere to halal standards. This suggests that while halal awareness is generally important, its influence may vary depending on the context and consumer segment. For Mochibo, this finding could indicate that students may take halal certification for granted, especially if the brand has already established a reputation for offering halal-compliant products.

Additionally, this result may reflect a broader trend where halal certification is increasingly perceived as a baseline requirement rather than a distinguishing factor that drives purchasing decisions. As more businesses obtain halal certification, consumers might be shifting their focus to other differentiating factors such as product quality, innovation, or marketing strategies. For Mochibo, this means that while maintaining halal certification is essential, the business may need to emphasize other aspects of their offerings to enhance student interest and drive sales. Exploring strategies like enhancing product quality, engaging in more targeted marketing, or offering unique value propositions could be more effective in attracting this particular consumer segment.

The research findings indicate that the *t-count* for the product quality variable is 9.638, with a significance level of 0.000, while the critical *t-table* value is 1.984. Since the *t-count* of 9.638 is significantly greater than the *t-table* value of 1.984, and the significance value is well below the 0.05 threshold, we reject the null hypothesis (H₀) and accept the alternative hypothesis (H_a). This means that product quality has a statistically significant influence on the purchasing interest of students in Mochibo products. These results are consistent with the study by Pamela Montung (2015), which also demonstrated that product quality significantly impacts purchase interest.

The strong correlation between product quality and student purchasing interest underscores the critical role that product quality plays in consumer decision-making, especially in a competitive market. For Mochibo, maintaining high product standards is essential to attract and retain customers, particularly within the student demographic that often values quality as a key factor in their purchasing decisions. This finding suggests that students are likely to prioritize product attributes such as durability, reliability, and overall satisfaction when deciding whether to purchase from Mochibo. Therefore, continual improvement and consistency in product quality can serve as a significant competitive advantage for the business.

Furthermore, the significant impact of product quality on purchasing interest

highlights the importance of quality control and customer feedback mechanisms for Mochibo. By regularly monitoring and improving product quality based on customer experiences, the business can build a strong reputation and increase customer loyalty. This also suggests that quality should be at the forefront of Mochibo's marketing strategies, emphasizing the superior attributes of their products to differentiate themselves from competitors. In a market where consumers are becoming increasingly discerning, businesses that prioritize and communicate their commitment to quality are more likely to succeed in sustaining interest and driving sales.

5. CONCLUSION AND RECOMMENDATION

This study has led to the following conclusions: (a) The analysis revealed a significance level of 0.042 for the Instagram digital marketing variable, which is below the 0.05 threshold. This indicates that Instagram digital marketing has a statistically significant influence on the purchasing interest of students at Mochibo, leading to the rejection of the null hypothesis (H₀) and the acceptance of the alternative hypothesis (H_a); (b) For the halal awareness variable, the significance level was found to be 0.675, which exceeds the 0.05 threshold. Consequently, it can be concluded that halal awareness does not have a statistically significant impact on the purchasing interest of students at Mochibo, resulting in the acceptance of the null hypothesis (H₀) and the rejection of the alternative hypothesis (H_a); (c) The product quality variable exhibited a significance level of 0.000, which is well below the 0.05 threshold. This indicates that product quality significantly influences the purchasing interest of students at Mochibo, leading to the rejection of the null hypothesis (H₀) and the acceptance of the alternative hypothesis (H_a).

Based on the findings of this study, the following recommendations are proposed: (a) The study confirms that Instagram digital marketing significantly influences the purchasing interest of students at Mochibo. It is evident that students recognize the value of Instagram digital marketing in providing information uploaded by account owners, as well as its utility as a promotional tool. Instagram's features make the promotion of products more appealing, thereby enhancing student interest in the products. (b) The study also establishes that product quality has a significant impact on student purchasing interest. The higher the quality of products offered by Mochibo, the greater the level of student interest in purchasing them. A sense of satisfaction with the product quality is likely to encourage students to make purchases from Mochibo. For future research, it is recommended to explore additional variables that may yield more diverse and robust theoretical insights. To obtain new and broader results, future studies could expand the scope of the research by including different subjects, exploring new geographical areas, and utilizing varied samples compared to those used in this study.

REFERENCES

- Agistya, NE, & Khajar, I. (2022). Analysis of the Influence of Halal Awareness, Attitudes, Subjective Norms and Perceptions of Behavioral Control on Intention to Purchase Halal Food Rocket Chicken in Kesesi (Study in Pekalongan Communities). *Proceedings of the Economic Cluster of Unissula Student Scientific Constellation (KIMU)* , 345–364.
- Amelisa, L., Yonaldi, S., & Hesti, M. (2018). Analysis of the Influence of Product Quality and Price on Sugar Cane Purchasing Decisions (Case Study of Multi-Business Cooperatives in Solok Regency). *Journal of Management and Entrepreneurship* ,

7 (3), 1–4.

- Andy Prasetyo Wati, Jefry Aulia Martha, AI (2020). *Digital Marketing* (Issue 1).
- Beni Rahmat, Donard Games, DKS (2022). (2022). The Influence of the Implementation of Digital Marketing, Customer Relationship Marketing, Product Quality and Prices on Sales Volume of Rendang MSMEs in West Sumatra. *Scientific Journal of Muhammadiyah University of Buton* , 8 (4).
<https://doi.org/https://doi.org/10.35326/pencerah.v8i4.2760>
- Bi. (2022). *Things That Affect Purchase Intention - idmetaphor*. Idmetafora.Com.
<https://idmetafora.com/news/read/980/Hal-hal-yang-Mempengaruhi-Minat-Beli.html>
- Chakti, AG (2019). *The Book Of Digital Marketing* (Sobirin (ed.)).
- Devi, A., & Nawawi, K. M. (2018). Halal Certification Implementation Strategies for Fashion Product.
- Devi, A., & Firmansyah, I. (2019). Developing halal travel and halal tourism to promote economic growth: A confirmatory analysis. *Journal of Islamic Monetary Economics and Finance*, 5(1), 193-214.
- Ecraf. (2018). "Mochibo" Mochi Bogor, which is often a souvenir for tourists . Bogor City Disparbud. <https://disparbud-kotabogor.blogspot.com/search/label/ekraf>
- Elvira, N. (2022). *The Influence of Instagram Social Media Marketing on MSMEs Culinary Purchasing Decisions* . State Islamic University of North Sumatra, Medan.
- Fadillah, N., Kholil, A., & Zuhirsyan, M. (2021). The Influence of Halal Awareness, Quality of Promotional Services on Consumer Purchase Interest in Padan Martabak Buffet Ahmad Salim Medan. *AGHNIYA: Journal of Islamic Economics*, 3 (1), 222–235.
<https://doi.org/10.30596/aghniya.v3i2.8908>
- Fadillah, N., Kholil, A., Zuhirsyan, M., & Medan, PN (2022). *Aghniya: Journal of Islamic Economics The Influence of Halal Awareness, Quality of Promotional Services on Consumer Purchase Interests, Padan Martabak Buffet Ahmad Salim Medan* . 4 (2). www.Travelingyuk.com
- Halim, E., Wardaya P, RAA, Rianto, A., & Hebrard, M. (2020). The impact of influencer marketing and information quality to purchase intention of Instagram users. *Proceedings of 2020 International Conference on Information Management and Technology, ICIMTech 2020* , August , 794–799.
<https://doi.org/10.1109/ICIMTech50083.2020.9211167>
- Hendradewi, S., Mustika, A., Darsiah, A., Tinggi, S., & Trisakti, P. (2021). The Influence of Halal Awareness and Halal Label on Interest in Buying Korean Instant Noodles in School Adolescents in Jakarta. *Scientific Journal of Tourism*, 26 (2), 204–212.
<http://jurnalpariwisata.stptrisakti.ac.id/index.php/JIP/indexDOI:https://doi.org/10.30647/jip.v26i2>
- Imanullah, AW (2018). Analysis of Consumer Demand for Purchase of Imported Food Products Labeled Halal MUI. *Scientific Journal* , 44 (8).
- Izzuddin, A. (2018). The Effect of Halal Labels, Halal Awareness and Food Ingredients on Interest in Buying Culinary Foods. *Journal of Science and Technology Research* , 3 (2), 100–114.
- Khoziyah, S., & Lubis, EE (2021). *The Influence of Digital Marketing on Purchasing Decisions Followers Online Shop Instagram @ Kpopconnection* . 10 (1), 39–50.

- Kusdiana, D., & Gunardi, A. (2014). Development of Main Products for MSMEs in Sukabumi Regency. *Trikonomika* , 13 (2), 153. <https://doi.org/10.23969/trikononika.v13i2.611>
- Laila, N., & Tarmizi, I. (2020). The Effect of Halal Awareness and Food Ingredients on Interest in Buying Food at the UMJ Food Court. *Proceedings of the National Conference on Management Economics and Accounting (KNEMA)* , 1177 , 1–14.
- Maharani, IA and A. (2021). *Optimizing Instagram as a Marketing Media* . CV Scholar Press.
- Maliha, H., & Devi, A. (2023). Halal Certification Management in Indonesia. *Management and Sustainability*, 2(1).
- Nisa', NK, & Sudarwanto, T. (2022). The Influence of Digital Marketing and Product Diversity on Buying Interest in Shopee E-Commerce Users. *Udayana University E-Journal of Economics and Business* , 11 (08), 979. <https://doi.org/10.24843/eeb.2022.v11.i08.p11>
- Pamela Montung, JSDA (2015). The Influence of Product Quality, Service Quality and Price Perceptions on Customer Satisfaction at Kawan Baru Restaurant. *Efficiency Scientific Periodical Journal* , 15 .
- Purwana, D., Rahmi, R., & Aditya, S. (2017). Utilization of Digital Marketing for Micro, Small and Medium Enterprises (MSMEs) in the Malaka Sari Village, Duren Sawit. *Journal of Civil Society Empowerment (JPMM)* , 1 (1), 1–17. <https://doi.org/10.21009/jpmm.001.1.01>
- Putri, DL, Murniningsih, R., & Santosa, M. (2022). The Influence of Digital Marketing, Halal Labels, and Product Quality on Purchasing Decisions (Empirical Study of Getuk Eco Magelang Souvenir Souvenirs). *Borobudur Management Review* , 2 (2), 87–111. <https://doi.org/10.31603/bmar.v2i2.7006>
- Rahmawati Sjamsu Alam, Rahmad Solling Hamid, S. (2022). The Influence of Digital Marketing Communication, Price, and Product Quality on Purchase Decisions in MSMEs. *Journal of Management and Business*, 19(1). <https://doi.org/https://doi.org/10.29313/performa.v19i01.9721>
- Riskita, A. (2022). *The Importance of Business Risk Management, Business Remains Stable Facing Challenges* . Store. Sirclo. Com. <https://store.sirclo.com/blog/management-risiko/>
- Santosa, J., Karlina, E., & Suratriadi, P. (nd). *D3 Tax Management Student Satisfaction* . 1–19.
- Widyaningrum, PW (2019). The Influence of Halal Label, Halal Awareness, Advertising, and Celebrity Endorser on Interest in Buying Cosmetics through Perception as Mediation Variable (Study on the Academic Community of Muhammadiyah University, Ponorogo). *Capital: Journal of Economics and Management*, 2 (2), 74. <https://doi.org/10.25273/capital.v2i2.3984>