

Visual Appeal in Digital Era: Analysis of Instagram Content, Product Information, and Visual Aesthetics on Purchase Intention for ZARA Collection

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Abstract

Purpose: This study aims to analyze and empirically test the effect of Instagram Content, Product Information, and Visual Aesthetics on consumers' purchase intention toward Zara Collection Sanggau fashion products.

Design/methodology/approach: The research strategy used was associative research with a quantitative method. The population in this study consisted of all consumers who sent a Direct Message (DM) to the Zara Collection Instagram account between October and December 2025, totaling 1,098 people. Using the Slovin formula and an enlarged sample to improve accuracy, a sample of 130 respondents was determined. The data analysis technique used Descriptive Statistics, Classical Assumption Tests, and Multiple Linear Regression Analysis with the aid of SPSS software version 26.

Findings: The partial test results (t-test) show that Instagram Content (sig 0.010), Product Information (sig 0.011), and Visual Aesthetics (sig 0.000) have a positive and significant effect on Purchase Intention. Visual Aesthetics was found to be the most dominant variable influencing Purchase Intention, with the highest regression coefficient. The simultaneous test (F-test) proves that the three independent variables jointly influence Purchase Intention with a significance level of 0.000 and a coefficient of determination (R^2) of 87%.

Practical implications: Zara Collection's owner is advised to prioritize improving visual aesthetic quality through a consistent color palette and an organized feed layout, in addition to convincingly presenting transparent product details.

Originality/value: This study makes an original contribution by integrating three variables at once Instagram Content, Product Information, and Visual Aesthetics which have largely been studied separately, to examine their effect on Purchase Intention among local fashion MSMEs in Sanggau Regency, West Kalimantan, a context that has rarely been the subject of academic study.

Paper type: Empirical paper

Keywords: Instagram Content, Product Information, Visual Aesthetics, Purchase Intention, Digital Business

1. Introduction

The development of information and communication technology has driven a transformation in marketing activities, particularly through the use of digital media. Changes in how people access information have caused social media to grow into one of the most effective marketing tools for reaching consumers more broadly, quickly, and interactively. Various social media platforms, such as Instagram, TikTok, Facebook, and X, are now used not only as communication media but are also leveraged by business actors as promotional media, to build brand image, and to increase product sales. In the context of digital business, social media can create two-way communication between business actors and consumers, thereby building closer relationships and increasing consumer engagement.(Shandy, E. 2024)

Among the various social media platforms, Instagram is one of the most widely used platforms in digital marketing because it prioritizes the presentation of visual content through photos, videos,

reels, stories, and other interactive features. (Herlina, 2025). Instagram's visually oriented characteristics allow business actors to display products more attractively, thereby influencing consumer perceptions and decisions. Besides serving as a promotional medium, Instagram also functions as a channel for delivering product information, a place to build brand identity, and a means of direct interaction with consumers through comment features and *Direct Message* (DM). Therefore, marketing success on Instagram is determined not only by upload frequency but also by the quality of the content presented, the completeness of product information, and the visual aesthetics that provide a positive experience for consumers.

The fashion industry is one sector experiencing rapid growth in leveraging Instagram as a marketing medium. (Ningsih & Suginam, 2024) Fashion products' reliance on visual appearance makes Instagram an effective platform for introducing products to prospective consumers. Consumers tend to seek product references through social media before making a purchase, paying attention to photo and video quality, information on product specifications, price, size, material, and available reviews. This condition shows that consumers' decisions to purchase a product are influenced not only by their need for the product itself, but also by how the product is presented through social media.

One local fashion business that leverages Instagram as a marketing medium is Zara Collection Sanggau. This business actively uses its Instagram account as a digital showcase to display various fashion product collections, convey information on price, size, color, and material, and provide information on new products to consumers. In addition, interaction with consumers is also carried out through the *Direct Message* (DM) feature as a medium for consultation and product ordering. This use of Instagram is expected to increase consumer interest, thereby encouraging purchase intention toward the products offered.

Purchase intention is a psychological tendency that arises before a purchase decision is made. Purchase intention is formed through a process of evaluating information consumers receive about a product. (Kotler and Keller 2016). In digital marketing, the formation of purchase intention is influenced by various factors, including the quality of Instagram content, the product information conveyed, and the visual aesthetics displayed. Instagram content that is Credible, Shareable, Useful or fun, Interesting, Relevant, Different, and On Brand can increase consumer attention and engagement toward a brand. (Kingsnorth, 2016). On the other hand, product information that is Attention-Grabbing, Communicative, Persuasive, and Convincing can reduce consumer uncertainty, thereby increasing trust in the product. (Mutiar Sopari & Darajatul Alawiyah, 2024). In addition, visual aesthetics realized through images, colors, layout, and video also play a role in shaping a positive perception of the brand and increasing product appeal. (Prajarini & Sayogo, 2021).

A number of previous studies, such as the study by Luthfir Arqam & Medo Maulianza. (2023) show that Instagram content has a positive influence on consumer purchase intention. The study by Nazar. (2021) also proves that product information has a positive value indicating a significant influence on purchase intention. In addition, the study by Orlin & Danang Tandyonomanu. (2025) on visual aesthetics shows that visual aesthetic experience has a significant effect on purchase intention. Nevertheless, most of these studies only examined one or two variables separately, while research integrating the influence of Instagram content, product information, and visual aesthetics on purchase intention for local fashion businesses remains relatively limited. Differences in consumer characteristics, research objects, and the development of digital marketing strategies may also lead to different research results.

Based on this phenomenon, this study aims to analyze the effect of Instagram content, product information, and visual aesthetics on consumer purchase intention on the Zara Collection Sanggau Instagram account. This study is expected to contribute to the development of digital marketing literature, particularly regarding the factors influencing purchase intention through social media. In addition, the results of this study are expected to provide input for fashion business actors in formulating more effective digital marketing strategies through the management of Instagram content, delivery of product information, and strengthening of visual aesthetics to increase consumer purchase intention.

2. Literature Review and Hypotheses Development

2.1 E-Commerce and Social Media Marketing

E-commerce, or electronic commerce, has revolutionized the way businesses and consumers interact, facilitating the exchange of goods, services, and information through digital channels, thereby

transforming traditional business models into technology-based entities that improve operational efficiency and customer experience (Wardhana, 2024). E-commerce can also involve electronic funds transfer, electronic data interchange, and automated inventory management and data collection systems (Arianto, 2024). In the modern era, social media marketing has become a main pillar of e-commerce because it facilitates personal two-way communication between producers and consumers (Bambang Arianto & Rani Rani, 2024). Through the right strategy, e-commerce businesses can expand their reach by leveraging various digital platforms such as social media (Nindya Putri, et al., 2025)

2.2 Instagram Content (X1)

Instagram content is displayed through various content types such as photos, videos, stories, reels, and IGTV, which help the marketing and branding process of a product, while likes, comments, and direct message features enable engagement between account owners and their followers (Wahyuti, 2023). Content is a crucial factor in digital marketing communication (Ferdianti & Yunani, 2023). Content quality is determined by seven main indicators, namely: credible, shareable, useful or fun, interesting, relevant, different, and on brand (Kingsnorth, 2016). High-quality content management has been proven to strengthen public interest in a brand, because content quality determines whether the intended message is successfully conveyed to the audience (Nafsyah et al., 2022). The study by Luthfir Arqam & Medo Maulianza (2023) on the Erigo Instagram account proves that Instagram content has a strong influence on purchase intention, a finding reinforced by Mohamad Rifky Rachmadillah & Oktaviana Purnamasari (2024) on Mills' Instagram content. Both studies examined Instagram content for nationally scaled fashion/apparel brands with large follower bases, whereas testing on small-scale local fashion MSMEs such as Zara Collection Sanggau, whose interactions occur more through direct messages than public comments, has rarely been conducted. This difference in business-scale context and interaction pattern is the gap that this study fills for the Instagram Content variable.

H1: Instagram Content has a positive and significant partial effect on Purchase Intention for Zara Collection fashion.

2.3 Product Information (X2)

The more information a person has, the more it can influence or add to their knowledge and create awareness, which ultimately leads the person to behave according to the knowledge they possess (Notoatmodjo, 2016). Product information is a collection of facts related to product characteristics presented clearly and concisely as a basis for purchase decision-making (Fazira et al., 2023). Effective product information indicators include attracting attention, communicating selling value, prompting action (call to action), and convincing consumers of the product's quality (Bly, 2020, as cited in Mutiara Sopari & Darajatul Alawiyah, 2024). A study (Nazar, 2021) on Instagram users of Asus laptop products proved that product information has a significant effect on the effectiveness of purchase decisions, because the completeness of technical specifications can reduce consumer uncertainty in online transactions. However, these findings were obtained in a standardized electronics product category (relatively fixed technical specifications), unlike fashion products, which are more subjective in nature (size, material, and color can vary between individuals) and are marketed through personal interaction via direct message, as in the case of Zara Collection Sanggau. This difference in product characteristics and information delivery channels is the gap that this study fills for the Product Information variable.

H2: Product Information has a positive and significant partial effect on Purchase Intention for Zara Collection fashion.

2.4 Visual Aesthetics (X3)

Today's consumer society is increasingly sensitive to aesthetic value, in which visual production and presentation, user experience, style, and attractive interaction design are important aspects supporting the economic and social function of a product or service (Manovich, 2016). Visual aesthetics is an effective form of non-verbal communication in shaping consumer perception and emotional appeal toward a brand (Tuti & Wahyutari, 2026). Instagram, as a visual medium, has certain aesthetic qualities that strongly affect consumers' modern attitudes toward life and lifestyle (Masdari & Hosseini Sarvari, 2021). Visual elements on the Instagram platform are identified through indicators such as image design, video quality, layout (*layout*), and harmonious color palette (Prajarini & Sayogo, 2021).

Previous research supports the importance of visual aesthetics: consistency of color and Instagram feed layout has been shown to significantly affect the perceived professionalism of local brands (Putri & Lestari, 2021), and quality creative content can increase consumer trust and purchase intention (Ramadhan & Nurdin, 2022). A study (Orlin & Danang Tandyonomanu, 2025) also proved that visual aesthetic experience has a significant effect on *purchase intention* in the café sector. That study shows that the role of visual aesthetics has been widely tested in the service sector (F&B), where the visual experience is experienced directly at a physical location, whereas for fashion products, whose aesthetics are enjoyed entirely digitally through the Instagram feed before a purchase decision occurs, research remains relatively limited, particularly among local fashion MSMEs. This is the gap that this study fills for the Visual Aesthetics variable.

H3: Visual Aesthetics has a positive and significant partial effect on Purchase Intention for Zara Collection fashion.

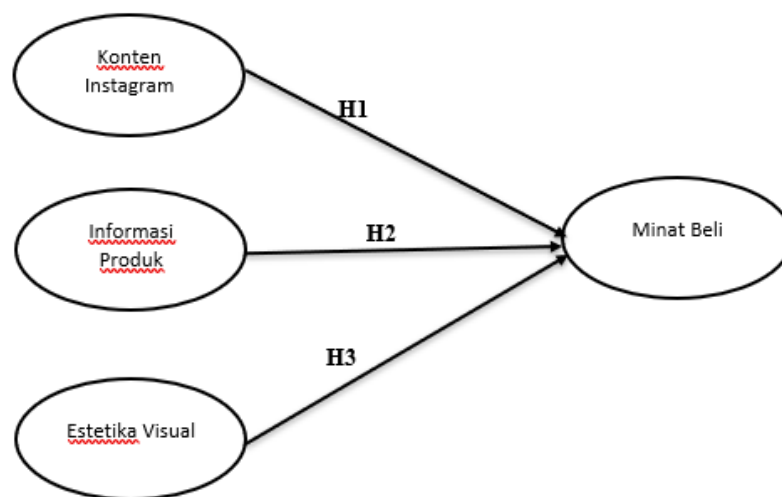


Figure 1. Conceptual Framework

Source(s): Data processed by the authors (2025)

3. Research Method

3.1 Research Design

This study uses a quantitative approach with an associative research design, namely a design that aims to determine the cause-and-effect relationship between two or more variables. This design is used to identify the extent to which Instagram Content (X1), Product Information (X2), and Visual Aesthetics (X3), as independent variables, influence Purchase Intention (Y) as the dependent variable, both partially and simultaneously, on the Zara Collection Sanggau Instagram account.

3.2 Population and Sample

The population in this study consists of all Instagram users who sent a Direct Message (DM) to the @zara_collection account, both followers and non-followers, during the period October-December 2025, totaling 1,098 people. The sample size was determined using the Slovin formula with a 10% margin of error. Based on this calculation, a minimum sample of 91.65, rounded up to 92 respondents, was obtained. To increase the confidence level and reduce the margin of error, the sample size used in this study was set higher, at 130 respondents, selected using a non-probability sampling technique in the form of purposive sampling, with the criteria that respondents were Zara Collection consumers aged over 18 years who had sent a Direct Message to the Zara Collection Instagram account.

3.3 Data Collection Technique and Research Instrument

The data used in this study consist of primary and secondary data. Primary data were obtained through the direct distribution of a structured online questionnaire to 130 respondents who had interacted via

Direct Message with the Zara Collection Instagram account. Secondary data were obtained from documentation of the Zara Collection Sanggau Instagram account, such as content uploads, follower counts, and other public interactions, used to support the interpretation of the primary data. The research instrument was a questionnaire developed based on the indicators of each variable in Table 1, and before being used for full-scale data collection, the instrument's validity and reliability were tested.

3.4 Data Analysis Technique

Data analysis was carried out in stages using SPSS Statistics version 26, including instrument testing (validity and Cronbach's Alpha reliability), classical assumption tests (Kolmogorov-Smirnov normality, linearity, and VIF multicollinearity), and multiple linear regression analysis with the equation: $Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$, where Y is Purchase Intention, and X_1 , X_2 , and X_3 are Instagram Content, Product Information, and Visual Aesthetics, respectively.

Hypothesis testing was carried out through a t-test (partial) to examine the effect of each independent variable (H_1 , H_2 , H_3) and an F-test (simultaneous) to examine the joint effect of the three variables on Purchase Intention, with the criterion that H_0 is rejected if the significance value is less than 0.05.

4. Results and Discussion

4.1 Respondent Characteristics

Demographic analysis of the 130 respondents shows that the majority of respondents are of productive age, dominated by the 18-25 age group with 83 people (64%), followed by the 26-33 age range with 45 people (35%), and the 34-41 age group with the smallest number, 2 people (2%). In terms of gender, the respondent composition is significantly dominated by women, with 127 people (98%), while men account for only 3 people (2%). Based on the highest level of education, most respondents are high school/vocational school graduates, numbering 81 people (62%), followed by bachelor's degree graduates with 34 people (26%), diploma holders with 11 people (8%), junior high school graduates with 3 people (2%), and elementary school graduates with 1 person (1%).

The respondents' professional backgrounds are dominated by students, numbering 51 people (39%), followed by entrepreneurs with 30 people (23%), private employees with 22 people (17%), other occupation categories with 19 people (15%), and civil servants/military/police personnel as the smallest group with 8 people (6%). In line with this occupational profile, the majority of respondents' monthly income or allowance falls within the Rp500,000-Rp1,000,000 range, comprising 64 people (49%), followed by the Rp1,500,000-Rp2,500,000 group with 47 people (36%), and the Rp3,000,000-Rp5,000,000 group with 19 people (15%). Finally, based on the duration of following the Zara Collection Instagram account, most respondents show mature digital loyalty, with a duration of 3-5 years accounting for 57 people (44%), followed by a duration of 1-2 years with 48 people (37%), and a newer interaction group with a duration of 6-12 months comprising 25 people (19%). Overall, these characteristics indicate that the data obtained is fairly varied and considered representative in supporting the research results.

4.2 Instrument Testing

The instrument validity test results were obtained using the Pearson Product Moment approach, comparing r-count with r-table for degrees of freedom ($df = n-2$, where n is the sample size). In this study, df was calculated as $130-2$, or $df = 128$, with an alpha of 0.05 ($\alpha 5\%$), yielding an r-table value of 0.172. Testing of the Instagram Content variable (X_1), consisting of 14 statement items, showed Pearson Correlation values ranging from 0.588 to 0.787. The Product Information variable (X_2), with 8 statement items, produced correlation values of 0.621-0.783. The Visual Aesthetics variable (X_3), with 8 statement items, had correlation values ranging from 0.679-0.795. Meanwhile, the Purchase Intention variable (Y), consisting of 8 statement items, showed correlation values between 0.685 and 0.775. Because all statement items for the four variables had an r-count value > 0.172 , all research instruments were declared valid and suitable for use, consistent with the findings of previous studies by Nazar (2021), Ferdianti and Yunani (2023), and Tuti and Wahyutari (2026).

Next, a reliability test was conducted using Cronbach's Alpha to measure the instrument's internal consistency, with the reliability criterion set at a minimum threshold of >0.60 . Based on the SPSS 26 data processing results, the Cronbach's Alpha values obtained were 0.928 for the Instagram Content variable (X_1 : 14 items), 0.859 for Product Information (X_2 : 8 items), 0.866 for Visual

Aesthetics (X3: 8 items), and 0.880 for Purchase Intention (Y: 8 items). Since the Cronbach's Alpha coefficient values for all variables were above 0.60, all instruments in this study were declared reliable and to have a high level of consistency for use in further analysis.

Table 1 Validity Results

Variable	Description	Pearson Correlation	r-table	Description
Instagram Content (X1)	X1.1	0.625	0,172	valid
	X1.2	0.766	0,172	valid
	X1.3	0.740	0,172	valid
	X1.4	0.679	0,172	valid
	X1.5	0.626	0,172	valid
	X1.6	0.682	0,172	valid
	X1.7	0.588	0,172	valid
	X1.8	0.743	0,172	valid
	X1.9	0.726	0,172	valid
	X1.10	0.786	0,172	valid
	X1.11	0.784	0,172	valid
	X1.12	0.787	0,172	valid
	X1.13	0.778	0,172	valid
	X1.14	0.767	0,172	valid
Product Information (X2)	X1.1	0.621	0,172	valid
	X1.2	0.664	0,172	valid
	X1.3	0.664	0,172	valid
	X1.4	0.729	0,172	valid
	X1.5	0.762	0,172	valid
	X1.6	0.783	0,172	valid
	X1.7	0.754	0,172	valid
	X1.8	0.700	0,172	valid
Visual Aesthetics (X3)	X1.1	0.679	0,172	valid
	X1.2	0.685	0,172	valid
	X1.3	0.704	0,172	valid

	X1.4	0.707	0,172	valid
	X1.5	0.795	0,172	valid
	X1.6	0.701	0,172	valid
	X1.7	0.749	0,172	valid
	X1.8	0.725	0,172	valid
Purchase Intention (Y)	Y1	0.685	0,172	valid
	Y2	0.689	0,172	valid
	Y3	0.715	0,172	valid
	Y4	0.731	0,172	valid
	Y5	0.733	0,172	valid
	Y6	0.774	0,172	valid
	Y7	0.742	0,172	valid
	Y8	0.775	0,172	valid

Source(s): Data processed with SPSS 26 (2026)

Table 2
Instagram Content Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.928	14

Source(s): Data processed with SPSS 26, 2026

Table 3
Product Information Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.859	8

Source(s): Data processed with SPSS 26, 2026

Table 4
Visual Aesthetics Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.866	8

Table 5
Purchase Intention Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.880	8

Source(s): Data processed with SPSS 26, 2026

4.3 Classical Assumption Test

In the classical assumption test, the normality test was carried out using the One-Sample Kolmogorov-Smirnov method to determine the distribution of residual data in the regression model. Based on SPSS 26 data processing for 130 respondents, a Test Statistic value of 0.066 was obtained with an Asymp. Sig. (2-tailed) value of 0.200. Because this significance value is greater than the established error threshold ($\alpha = 5\%$), it can be concluded that the residual data in this research model is normally distributed. This pattern, showing no meaningful deviation, confirms that the normality assumption has been met, so the data is suitable for use in further inferential statistical analysis.

Next, a multicollinearity test was applied to ensure there is no strong linear correlation among the independent variables in the regression model. The testing criteria establish that the model is free of multicollinearity if the tolerance value > 0.10 and the Variance Inflation Factor (VIF) < 10 . The analysis results show that the Instagram Content variable (X1) has a tolerance value of 0.107 and a VIF of 9.363, the Product Information variable (X2) has a tolerance value of 0.107 and a VIF of 9.384, and the Visual Aesthetics variable (X3) has a tolerance value of 0.119 and a VIF of 8.392. Although the VIF values for the Instagram Content and Product Information variables are close to the maximum threshold, all independent variables still formally meet the specified limits. It can therefore be concluded that there is no multicollinearity problem in the regression model, so the model is valid and suitable for predicting the Purchase Intention (Y) variable.

Table 6 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.92035568
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.044

Test Statistic	.066
Asymp. Sig. (2-tailed)	.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source(s): Data processed with SPSS 26 (2026)

Table 7 Multicollinearity Test Results

Coefficients ^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Instagram Content	.107	9.363
	Product Information	.107	9.384
	Visual Aesthetics	.119	8.392

a. Dependent Variable: Purchase Intention

Source(s): Data processed with SPSS 26 (2026)

4.4 Multiple Linear Regression Analysis

The regression data processing produced the following linear equation:

Multiple linear regression analysis was applied to estimate the direction and magnitude of the effect of the independent variables, consisting of Instagram Content (X1), Product Information (X2), and Visual Aesthetics (X3), on the dependent variable, Purchase Intention (Y). Based on processing questionnaire data from 130 respondents using SPSS 26 software, the following regression equation model was obtained:

$$Y = 0.686 + 0.162X1 + 0.273X2 + 0.422X3 + e$$

The constant (a) in this model is 0.686, indicating that if all independent variables are held constant, or equal to zero, the consumer Purchase Intention variable is predicted to remain at 0.686 units. The regression coefficient for the Instagram Content variable (X1) shows a positive value of 0.162. This indicates that each one-unit increase in Instagram Content quality will trigger an increase in Purchase Intention of 0.162 units, assuming other independent variables remain unchanged. Next, the Product Information variable (X2) has a positive regression coefficient of 0.273, meaning that a one-unit improvement in the clarity of product information is projected to increase Purchase Intention by 0.273 units. The largest contribution is shown by the Visual Aesthetics variable (X3), with a positive regression coefficient of 0.422. This value indicates that a one-unit increase in visual appeal performance will have a significant impact on increasing Purchase Intention by 0.422 units. Overall, the positive coefficient values for all three independent variables reflect a directionally consistent

relationship, in which improvements in these digital marketing aspects will linearly stimulate consumer purchase interest, positively and significantly affecting Purchase Intention, as the significance value is less than 0.05.

Table 8 Multiple Linear Regression and Partial (t) Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.686	.935		.733
	Instagram Content	.162	.062	.277	2.604
	Product Information	.273	.106	.260	2.582
	Visual Aesthetics	.422	.096	.418	4.406

a. Dependent Variable: Purchase Intention

Source(s): Data processed with SPSS 26 (2026)

4.5 Correlation Coefficient (R) and Coefficient of Determination Test (R^2)

Through the *Model Summary*, the correlation coefficient (R) obtained was 0.933. Based on the coefficient interpretation scale, a value within the 0.80-1.000 interval range confirms that the strength of the relationship between Instagram Content, Product Information, and Visual Aesthetics together with Purchase Intention falls into the very strong category. This positive relationship indicates a consistent phenomenon: as the quality of digital stimuli improves, the intensity of consumer purchase intention increases linearly. In the context of digital marketing, this finding reinforces the theory that interactive content, transparent information, and aesthetic visual layout are integral elements that mutually support one another in influencing consumer decision-making psychology.

Furthermore, the contribution of each variable was evaluated through a coefficient of determination analysis, which produced an *R Square* value of 0.871. This value indicates that the variability, or fluctuation, in consumer Purchase Intention can be explained by the simultaneous variation of the three independent variables by 87%. Meanwhile, the remaining 13% of the variation is explained by other external variables outside this research model that were not identified, such as price perception, *brand trust*, or service quality. The coefficient of determination value, close to 1 (87%), proves that the proposed regression model has a very high *goodness of fit* in explaining the consumer behavior phenomenon under study.

Table 9 Results of the Correlation Coefficient (R) and Coefficient of Determination (R^2)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics
		R Square Change	F Change	df1	Sig. F Change

1	.933 ^a	.871	.868	2.955	.871	283.477	3 126	.000
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a. Predictors: (Constant), Visual Aesthetics, Product Information, Instagram Content

Source(s): Data processed with SPSS 26, 2026

4.6 Simultaneous Test (F)

Simultaneous hypothesis testing was carried out using the ANOVA F-test to evaluate whether all independent variables jointly have a real effect on the dependent variable. Based on the data processing results, an F-count value of 283.477 was obtained with a correlation significance level of 0.000. In determining significance, the F-count value was compared with the F-table at a 95% confidence level ($\alpha = 0.05$), $df_1 = 3$, and $df_2 = 126$, yielding an F-table value of 3.07. The comparison results show that the F-count value is far greater than the F-table ($283.477 > 3.07$), accompanied by a probability value smaller than the significance standard ($0.000 < 0.05$). Based on these parameters, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. It can therefore be scientifically concluded that the Instagram Content (X1), Product Information (X2), and Visual Aesthetics (X3) variables simultaneously (jointly) have a positive and significant effect on Purchase Intention (Y). The high F-count value reflects that the combination of these three digital marketing aspects has solid predictive power in triggering the purchase response of prospective consumers.

Table 10 Results of the Simultaneous Test (F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7425.557	3	2475.186	283.477	.000 ^b
	Residual	1100.174	126	8.732		
	Total	8525.731	129			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Visual Aesthetics, Product Information, Instagram Content

Source(s): Data processed with SPSS 26, 2026

4.7 Partial Test (t)

The partial test (t-test) is used to prove the significance of the effect of each independent variable individually on the dependent variable, based on Table 10, obtained from data processing using SPSS version 26 software, at a 5% significance level ($\alpha = 0.05$). Based on the formula $t\text{-table} = t(\alpha/2)(n - k - 1)$, a t-table value of 1.978 was obtained. The results of the partial test (t-test) can be explained as follows:

Partial Effect of Instagram Content (X1) on Purchase Intention (Y):

The empirical analysis results show that the Instagram Content variable has a t-count value of 2.604. Comparing this with the test parameter, the result shows that the t-count value $>$ t-table ($2.604 > 1.978$), with a significance value of 0.010, which is below the threshold $\alpha = 0.05$. This statistical finding rejects H_0 , so it can be stated that Instagram Content partially has a positive and significant effect on Purchase Intention. This confirms that variation in message format, content relevance, and audience engagement on social media has proven to be an important instrument in stimulating consumer interest.

1. Partial Effect of Instagram Content (X1) on Purchase Intention (Y)

The empirical analysis results show that the Instagram Content variable has a t-count value of 2.604. Comparing this with the test parameter, the result shows that the t-count value $>$ t-table ($2.604 > 1.978$), with a significance value of 0.010, which is below the threshold $\alpha = 0.05$. This statistical finding rejects H_0 , so it can be stated that Instagram Content partially has a positive and significant effect on Purchase Intention. This confirms that variation in message format, content relevance, and audience engagement on social media has proven to be an important instrument in stimulating consumer interest

2. Partial Effect of Product Information (X2) on Purchase Intention (Y):

Based on the t-test results for the Product Information variable, a t-count value of 2.582 was obtained. When compared, this t-count value is greater than the t-table ($2.582 > 1.978$), with a significance level of 0.011 (< 0.05). It can therefore be concluded that the research hypothesis is accepted, indicating that Product Information partially has a significant effect on Purchase Intention. The clarity of description, completeness of specifications, and transparency of product data have proven effective in minimizing consumer doubt, thereby accelerating the intensity of purchase intention.

3. Partial Effect of Visual Aesthetics (X3) on Purchase Intention (Y):

The Visual Aesthetics variable produced the highest t-count value in this model, namely 4.406. The comparison results show that this t-count value significantly exceeds the minimum t-table threshold ($4.406 > 1.978$), with an absolute significance value of 0.000 (< 0.05). This test result rejects H_0 and accepts H_a , proving that Visual Aesthetics partially has a positive and significant effect on Purchase Intention. The dominance of the t-count value for this variable indicates that attractive layout, harmonious color composition, and visual quality on the digital platform are the most dominant stimuli triggering consumer purchase interest in the object of this study.

Table 11 Results of the Partial Test (t)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.686	.935		.733
	Instagram Content	.162	.062	.277	2.604
	Product Information	.273	.106	.260	2.582
	Visual Aesthetics	.422	.096	.418	4.406

a. Dependent Variable: Purchase Intention

Source(s): Data processed with SPSS 26, 2026

4.8 Discussion

Based on the partial test results, the Instagram Content variable (X1) is proven to have a positive and significant effect on Purchase Intention (Y). This causal relationship is shown by a regression coefficient of 0.162 and a t-count value of 2.604, which exceeds the t-table value of 1.978. The significance value obtained, 0.010, is smaller than the test criterion threshold ($\alpha = 0.05$), so the first hypothesis (H_1) in this study is formally declared accepted. This empirical finding confirms that the

intensity and quality of content presented through the Zara Collection Instagram account play a crucial role in stimulating consumer interest in the fashion products offered.

In the context of digital marketing communication, Instagram Content acts as a bridging instrument (*engagement*) that initiates the initial interaction between consumers and products. The Instagram platform does not merely function as a one-way broadcasting medium but as an interactive digital space capable of constructing consumer perception. Through the integration of persuasive message narratives, topic relevance, and structured message delivery, social media users can form positive attributions toward the product image.

These results are consistent with and reinforce the previous findings of Ferdianti and Yunani (2023), who also reported a significant effect of Instagram Content on Purchase Intention, with a t-count value of 67.837 and a significance of 0.000. The similarity in these results indicates a modern consumer behavior pattern, in which the deliberate, planned curation of social media content has been shown to be linearly related to an increased probability of audience purchase intention. Thus, optimizing the content variable will directly contribute to strengthening consumer attention and purchase intention.

The results of the regression analysis and partial hypothesis testing show that the Product Information variable (X2) has a positive and significant effect on Purchase Intention (Y). The statistical output shows a regression coefficient of 0.273, with a t-count value of 2.582, which is greater than the t-table value of 1.978, and a significance level of 0.011 (< 0.05). Based on these calculation results, the second hypothesis (H2) is declared accepted, meaning that presenting comprehensive product information is an important determinant in shaping consumer purchase preferences within the digital ecosystem.

In the landscape of electronic commerce (*e-commerce*), consumers face spatial limitations because they cannot touch, feel, or test the physical characteristics of a product directly, as they could in a conventional store. This physical limitation requires a substitute experience represented through the completeness of Product Information. Structuring information that can attract attention, communicate utility, prompt action, and convince consumers becomes the primary foundation for prospective buyers in evaluating whether a product suits their personal needs.

This finding is consistent with the empirical study conducted by Nazar (2021), which stated that the Product Information dimension has a significant effect on Purchase Intention, with a significance value of 0.000. This conceptual link between studies proves that transparent and easily understandable information minimizes consumer doubt when shopping online. Through a clear and accurate description of Zara Collection fashion products, the consumer's alternative-evaluation process becomes more efficient, ultimately accelerating the transition from merely viewing to developing an intention to buy.

Partial hypothesis testing of the Visual Aesthetics variable (X3) produced a regression coefficient of 0.422, with a t-count value of 4.406, far exceeding the critical t-table value of 1.978. The significance level obtained shows an absolute figure of 0.000 (< 0.05), so the third hypothesis (H3) is accepted. In addition to having the strongest level of significance, the Visual Aesthetics variable also recorded the highest standardized beta coefficient (*Standardized Coefficients Beta*) at 0.418. This statistical indicator proves that the visual aesthetics aspect is the variable that contributes most dominantly and decisively in driving Purchase Intention (Y), compared with the Instagram Content and Product Information variables. This dominant-effect phenomenon provides new theoretical understanding that in the digital-based fashion industry, the first visual impression has a more massive influence than narrative text or a formal product description. Instagram's basic characteristic as a visual-content-based platform conditions users to process information sensorily through their eyes first. The construction of Visual Aesthetics in this study is not limited to mere photo beauty, but also involves the harmony and consistency of color (*color palette*), photographic composition, grid layout (*feed layout*), as well as the clarity and resolution of uploaded images and videos.

This study's results are fully supported by previous research conducted by Tuti and Wahyutari (2026), who found that the visual design variable has a significant effect on purchase intention, with a t-count value of 5.901 and a significance of 0.000. This convergence of results confirms that visual aesthetic engineering has shifted from being a mere complementary element to becoming a key strategic instrument in digital fashion marketing. Superior visual display has proven capable of creating emotional appeal (*emotional attachment*), fostering aesthetic desire, and effectively converting social media users' attention into purchase intention toward Zara Collection products.

5. Conclusion

This study concludes that Instagram Content, Product Information, and Visual Aesthetics, both partially and simultaneously, have a positive and significant effect on Purchase Intention for Zara Collection Sanggau fashion. Visual Aesthetics is concluded to be the main determining variable that dominates consumer purchase preferences within the Instagram digital ecosystem. As a practical implication, Zara Collection's management is advised to maintain consistency in the feed's color palette and optimize the quality of Reels videos (an organized, minimalist approach) to strengthen brand identity. Transparency of textual information should also be maintained. For future researchers, it is recommended to expand the research model by adding complementary variables such as *electronic word of mouth* (e-WOM), *brand image*, or the impact of *influencer marketing*.

This study has several limitations that need attention. First, this study focuses only on a single fashion MSME, namely Zara Collection Sanggau, so the results cannot necessarily be generalized to other fashion MSMEs with different consumer characteristics or marketing strategies. Second, this study uses a cross-sectional design that only captures the condition of consumer purchase intention within one specific time period (October-December 2025), so it does not describe changes in consumer behavior over time. Third, the research data is self-reported through a questionnaire, which may introduce perception bias among respondents in assessing the content, product information, or visual aesthetics presented.

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