

ABSTRACT

THE INFLUENCE OF USER EXPERIENCE AND DIGITAL CONTENT ATTRACTION ON INSTAGRAM @bara.lpg TOWARD CUSTOMER PURCHASE INTENTION

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Social media, particularly Instagram, is an effective marketing tool in influencing consumer purchasing decisions. This study examined the influence of user experience and digital content attraction on customer purchase intention on the Instagram account @bara.lpg. A quantitative research method was employed. Data were collected through an online questionnaire distributed to 119 respondents who followed the @bara.lpg account. The data were analyzed using multiple linear regression. The results showed that user experience and digital content attraction had a positive and significant effect on customer purchase intention, both partially and simultaneously. The findings confirmed that a good user experience and engaging digital content can increase consumer purchase intention. Therefore, it is recommended that the @bara.lpg account continues to enhance user interaction and content appeal.

Keywords: Instagram, Digital Marketing, Online Purchase, Purchase Intention

