

## **The Influence of Digital Marketing with Instagram and TikTok on Consumer Purchasing Decisions on Local Culinary Businesses in Bali**

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**ABSTRACT:** The increasingly massive digital transformation has changed the marketing landscape, including in the local culinary industry. This study aims to analyze the influence of digital marketing through Instagram and TikTok platforms on consumer purchase decisions in local culinary businesses in Bali, considering the role of buying interest as a mediating variable. Using a quantitative approach, data was obtained from 180 respondents who were active users of Instagram and TikTok who had purchased local culinary products. The analysis was carried out through the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS). The results show that digital marketing significantly influences purchasing decisions, either directly or indirectly through buying interest. Influencer marketing was identified as the dominant factor in forming a positive perception of digital content. Meanwhile, buying interest acts as a strong psychological mediator between digital exposure and actual purchase actions. This study also contributes to the development of a theory of digital consumer behavior by emphasizing the importance of affective and interactive aspects in marketing strategies. Practical recommendations are directed at optimizing the use of authentic short video content, collaboration with credible influencers, and intensive digital interaction to increase the competitiveness of culinary MSMEs in Bali in the midst of increasingly dynamic digital competition.

**KEYWORDS:** digital marketing, Instagram, TikTok, purchase decisions, buying interest, influencer marketing, culinary business, Bali.

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### **1. INTRODUCTION**

The development of digital technology has brought significant changes in various aspects of life, including in the business sector. In recent years, digital marketing has become a key element in marketing strategies for various industries, including culinary businesses. With the increasing use of social media, platforms like Instagram and TikTok have become the primary tools in promoting products and services effectively (Chaffey & Ellis-Chadwick, 2019). The younger generation (16-24 years old) now uses Instagram and TikTok more to search for products and services, shifting the dominance of machine-based search such as Google (campaigns, 2025). In July 2024, Indonesia will be the country with the largest number of TikTok viewers by far (157.6 million). The United States ranks second (120.5 million), with Brazil in third place (105.3 million users) (Statista, 2025). The main characteristics of these two platforms are visual-based and interactive, allowing businesses to capture the attention of consumers through engaging and creative content. Bali, as a well-known culinary tourism destination, the use of social media in marketing is increasingly important to increase the competitiveness of local culinary businesses.

Bali is known for its diverse and unique culinary industry, offering a gastronomic experience that relies not only on taste but also on the aesthetics of presentation. In this context, social media plays an important role in shaping consumer perception of a product or brand. According to Kotler (2019), consumer behavior is greatly influenced by external factors, including the digital marketing strategy implemented by a business. Engaging content, consistent upload frequency, and active interaction between businesses and consumers on the Instagram and TikTok platforms can build brand awareness, increase trust, and drive purchase decisions. Therefore, this study aims to understand the extent of the influence of digital marketing through Instagram and TikTok on consumer purchasing decisions in the local culinary business in Bali.

Although digital marketing through social media has been widely implemented, there are still challenges in understanding the effectiveness of this strategy in increasing direct sales. One of the main problems is how culinary businesses can optimize digital

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content to actually contribute to sales conversions. Chaffey & Ellis-Chadwick (2019), explain that the effectiveness of digital marketing depends on various elements, such as the type of content, user engagement, and endorsement strategies by influencers. However, the extent to which these factors influence consumer purchasing decisions in the context of local culinary businesses in Bali still needs to be further researched.

Various previous studies have highlighted the link between digital marketing and consumer behavior. The theory of consumer behavior put forward by Kotler (2019), emphasizes that external factors, such as digital advertising and social media interactions, can influence purchasing decisions. Meanwhile, social media theory developed by Kaplan & Haenlein (2010), suggests that consumer trust can be built through intense interactions on digital platforms. In the context of culinary marketing, more specific research is needed to understand how user interactions, content types, and influencer marketing affect buying interest and sales conversions.

Recent studies in the past three years have helped strengthen the understanding of the relationship between digital marketing and consumer purchasing decisions. Destyana & Handoyo (2023), found that digital marketing has a positive effect on consumer buying interest and purchase decisions on e-commerce platforms. Alamsyah & Fikri (2024), show that consumer behavior mediates the relationship between digital marketing and purchasing decisions. Saputra et al., (2024), emphasized that product innovation and digital marketing play a role in building buying interest which ultimately has an impact on purchasing decisions. In addition, (Bintoro, 2024) highlights the importance of customer relationship management in increasing purchase intent through digital marketing. These studies show that an effective digital marketing strategy not only involves quality content, but also considers customer interaction and consumer trust.

Common solutions offered in the literature related to digital marketing include improving the quality of visual content, optimizing social media algorithms, and using influencer-based marketing strategies. According to previous research, video-based content has a higher engagement rate compared to static images, especially on platforms such as TikTok that prioritize short video formats (Kaplan & Haenlein, 2010). In addition, interactions between consumers and businesses, such as reply to comments, live streaming features, and the use of e-commerce features in social media platforms, were also found to play a role in increasing consumer trust and driving purchase decisions (Chaffey & Ellis-Chadwick, 2019)

In the context of local culinary businesses in Bali, the use of influencers in digital marketing is also a widely applied strategy. Influencers have a role in building consumer trust in a brand through their testimonials and personal experiences (Kaplan & Haenlein, 2010). Previous studies have shown that recommendations from influencers can increase buying interest, especially if the influencer has high credibility and relevance to the target audience. However, there have not been many studies that have specifically analyzed the impact of the use of influencers in culinary business marketing in Bali, so there is a research gap in understanding the effectiveness of this strategy in depth.

The research gaps identified in this study include a lack of empirical research measuring the specific impact of various elements of digital marketing on consumer purchasing decisions in local culinary businesses. Although the theory of digital marketing has been extensively developed, its specific application in the culinary industry in Bali still needs to be clarified. Additionally, how user interaction with content on Instagram and TikTok can translate into real purchasing decisions is still an aspect that has not been fully explored in the academic literature.

Therefore, this study aims to fill this gap by exploring the influence of digital marketing through Instagram and TikTok on consumer purchasing decisions in local culinary businesses in Bali. The study uses a quantitative approach with linear regression analysis methods to understand the relationship between digital marketing variables and purchasing decisions. The novelty of this study lies in its focus on the context of local culinary businesses in Bali, as well as empirical analysis of the effectiveness of various digital marketing strategies. Thus, the results of this research are expected to contribute to the development of more effective digital marketing strategies and provide insights for business people in optimizing the use of social media to increase their competitiveness in the culinary industry.

## **2. RESEARCH METHODS**

This study uses a quantitative approach with a survey method, because it is considered the most appropriate in measuring the relationship between digital marketing through the Instagram and TikTok platforms and consumer purchasing decisions in the local culinary sector in Bali. This approach allows for the collection of objective and statistically analyzeable data in order to obtain relevant generalizations of the target population. The main focus of this study is to analyze the effectiveness of digital marketing strategies, digital engagement, types of engaging content, and the role of influencers in influencing consumer preferences and purchasing decisions.

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The population in this study is consumers who actively use Instagram and TikTok, and have experience buying local culinary products in the Bali region. The sample was taken using a **purposive sampling technique**, which is to select respondents based on certain relevant characteristics, such as the intensity of social media use, age, and the experience of shopping for culinary products online through the platform. The number of samples is determined to be sufficient to support the validity and reliability of the statistical analysis to be used, especially in the application of the Partial Least Square (PLS) method.

Primary data was collected through three main techniques: first, a Likert scale-based questionnaire designed to measure respondents' perception of various aspects of digital marketing and its influence on purchasing decisions; second, **limited interviews** with culinary business actors and digital marketers to enrich their understanding of the marketing communication strategies used; and third, **direct observation** on the pattern of interaction between business actors and consumers on social media, especially in the context of promotional campaigns, customer reviews, and audience engagement.

For data analysis, this study applies two approaches, namely descriptive analysis and inferential analysis using the **Structural Equation Modeling-Partial Least Square (SEM-PLS) method**. Descriptive analysis was used to describe the characteristics of respondents as well as the distribution of data in the form of frequency, minimum-maximum values, averages, and standard deviations. Meanwhile, SEM-PLS is used to test the relationship between latent variables, both in terms of measurement models (**outer models**) and structural models (**inner models**).

The evaluation of the outer model includes convergent and discriminant validity tests, which are carried out through **factor loading analysis**, **cross-loading**, and **HTMT (Heterotrait-Monotrait Ratio)**. The reliability test is carried out by referring to **Cronbach's Alpha** and **Composite Reliability values** to ensure internal consistency between indicators. Meanwhile, the internal model evaluation aims to test the strength and direction of the relationship between latent variables, taking into account the **t-statistical value**, **p-value**, and **confidence interval** at a significance level of 95%. In addition, tests were carried out on the **inner value of VIF** to ensure the absence of multicollinearity between constructs, as well as **f-square analysis** to measure the amount of direct influence between variables.

The overall quality of the model was tested through three main indicators, namely **R-Square** to measure the ability of the model to explain dependent variables, **Q-Square** to measure the predictive relevance of the model, and **Standardized Root Mean Square Residual (SRMR)** as a measure of overall model suitability. The interpretation of the results of all stages of this analysis will be the basis for formulating strategic recommendations on digital marketing practices that are more effective, adaptive, and have a real impact on the sustainability of local culinary businesses in Bali in the current digital economy era.

## 3. RESULTS AND DISCUSSION

### 3.1 RESULTS

In this study, data analysis was carried out using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS). This method was chosen because of its ability to handle complex data and do not meet the assumptions of normality, as well as its ability to evaluate the relationships between variables simultaneously (Hair et al., 2017). The results of the outer model analysis include latent variables, measurement items, outer loading, Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE).

#### A. Evaluation of Measurement Models (*Outer Model*)

##### 1. Convergent Validity Test

Convergent validity indicates the extent to which the indicators used to measure a construct actually represent that construct. The test results in Table 1 show that the *Average Variance Extracted* (AVE) value for all constructs is above 0.50. This suggests that each construct has adequate convergent validity (Hair et al., 2021). For example, the "Influencer Marketing" construct has an AVE value of 0.702, which indicates that more than 70% of the variance of its indicators can be explained by the construct.

**Table 1. Convergent Validity Results**

| Laten Variable       | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|----------------------|------------------|-------------------------------|-------------------------------|----------------------------------|
| Influencer Marketing | 0,858            | 0,859                         | 0,904                         | 0,702                            |
| Digital interaction  | 0,798            | 0,804                         | 0,869                         | 0,624                            |
| Content Type         | 0,783            | 0,788                         | 0,860                         | 0,606                            |
| M-Interest Buy       | 0,864            | 0,866                         | 0,908                         | 0,711                            |

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|                                         |       |       |       |       |
|-----------------------------------------|-------|-------|-------|-------|
| X1-Digital Marketing (instagram_tiktok) | 0,927 | 0,931 | 0,938 | 0,559 |
| Y-Purchase Decision                     | 0,763 | 0,781 | 0,864 | 0,680 |

Source : Data processed (2025)

### 2. Discriminant Validity Test

Discriminant validity is evaluated through two approaches: *the Fornell-Larcker Criterion* and *Cross Loadings*. Based on Table 2, the correlation value between the construct and itself (diagonal value) is higher than the correlation between other constructs, which indicates good discriminant validity (Fornell & Larcker, 1981). In addition, Table 3 shows that *the* loading of the indicator on the origin construct is higher than *the cross-loading* on other constructs, which reinforces the finding of discriminant validity.

**Table 2. Validity of Fornell-Larcker discrimination**

|                                         | Influencer Marketing | Digital interaction | Content Type | M-Interest Buy | X1-Digital marketing (instagram_tiktok) | Y-Purchase Decision |
|-----------------------------------------|----------------------|---------------------|--------------|----------------|-----------------------------------------|---------------------|
| Influencer Marketing                    | 0,838                |                     |              |                |                                         |                     |
| Digital interaction                     | 0,837                | 0,790               |              |                |                                         |                     |
| Content Type                            | 0,808                | 0,758               | 0,779        |                |                                         |                     |
| M-Interest Buy                          | 0,832                | 0,805               | 0,824        | 0,843          |                                         |                     |
| X1-Digital Marketing (instagram_tiktok) | 0,953                | 0,928               | 0,913        | 0,882          | 0,748                                   |                     |
| Y-Purchase Decision                     | 0,768                | 0,797               | 0,729        | 0,833          | 0,823                                   | 0,825               |

Source : Data processed (2025)

### 3. Construct Reliability

The reliability level of the instrument was tested with Cronbach's Alpha and Composite Reliability (CR). All constructs had a > value of 0.70, for both Cronbach's Alpha and CR (Hair et al., 2021). This indicates that all constructs in the model have excellent internal reliability.

#### B. Evaluation of Structural Models (*Inner Model*)

##### 1. Total Effects

Table 4. Presents the *total effects* of each of the relationship paths between constructs. The paths that showed the greatest influence were from "X1 – Digital Marketing (Instagram/TikTok)" to "Buying Interest" ( $\beta = 0.882$ ) and to "Purchase Decision" ( $\beta = 0.823$ ), indicating that the effectiveness of social media-based digital marketing has a substantial impact in shaping digital consumer behavior.

**Table 4. Total effect**

|                                                                 | Total effects |
|-----------------------------------------------------------------|---------------|
| Influencer Marketing -> M-Interest Buy                          | 0,349         |
| Influencer Marketing -> X1-Digital Marketing (instagram_tiktok) | 0,396         |
| Influencer Marketing -> Y-Purchase Decision                     | 0,326         |
| Digital interaction -> M-Interest Buy                           | 0,305         |
| Digital interaction -> X1-Digital marketing (instagram_tiktok)  | 0,346         |
| Digital interaction -> Y-Purchase decision                      | 0,285         |
| Content Type -> M-Interest Buy                                  | 0,291         |
| Content Type -> X1-Digital marketing (instagram_tiktok)         | 0,330         |
| Content Type -> Y-Purchase Decision                             | 0,272         |
| M-Buying Interest -> Y-Purchase Decision                        | 0,485         |
| X1-Digital marketing (instagram_tiktok) -> M-Buying Interest    | 0,882         |

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|                                                                | Total effects |
|----------------------------------------------------------------|---------------|
| X1-Digital marketing (instagram_tiktok) -> Y-Purchase decision | 0,823         |

Source : Data processed (2025)

### 2. Direct Path Coefficients

In Table 5, the path coefficient shows that the variables "Influencer Marketing", "Digital Interaction", and "Content Type" significantly affect the mediation variables "X1 – Digital Marketing (Instagram/TikTok)", which then impacts "Buying Interest" and "Purchase Decision". This indicates that the use of social media as a marketing communication channel is a key path in influencing consumers.

**Table 5. Path Coefficient Results**

|                                                                 | Path coefficients |
|-----------------------------------------------------------------|-------------------|
| Influencer Marketing -> X1-Digital marketing (instagram_tiktok) | 0,396             |
| Digital interaction -> X1-Digital marketing (instagram_tiktok)  | 0,346             |
| Content Type -> X1-Digital marketing (instagram_tiktok)         | 0,330             |
| M-Buying Interest -> Y-Purchase Decision                        | 0,485             |
| X1-Digital marketing (instagram_tiktok) -> M-Buying Interest    | 0,882             |
| X1-Digital marketing (instagram_tiktok) -> Y-Purchase decision  | 0,395             |

Source : Data processed (2025)

### 3. Indirect Effects

Table 6. describes the influence of mediation, where the most dominant mediation pathway is found in relationships: "X1-Digital Marketing" → "Buying Interest" → "Purchase Decision" ( $\beta = 0.427$ ), showing that the role of *Buying Interest* mediation is particularly strong in linking digital marketing activities to consumers' final decisions.

**Table 6. Indirect influence/ Mediation test**

|                                                                                                            | Specific indirect effects |
|------------------------------------------------------------------------------------------------------------|---------------------------|
| Influencer Marketing -> X1-Digital Marketing (instagram_tiktok) -> M-Buy Interest -> Y-Purchase Decision   | 0,169                     |
| X1-Digital marketing (instagram_tiktok) -> M-Buying Interest -> Y-Purchase Decision                        | 0,427                     |
| Influencer Marketing -> X1-Digital marketing (instagram_tiktok) -> Y-Purchase Decision                     | 0,156                     |
| Digital Interaction -> X1-Digital Marketing (instagram_tiktok) -> M-Buying Interest -> Y-Purchase Decision | 0,148                     |
| X1-Digital marketing (instagram_tiktok) -> M-Buying Interest -> Y-Purchase Decision                        | 0,427                     |
| Digital interaction -> X1-Digital marketing (instagram_tiktok) -> Y-Purchase decision                      | 0,137                     |
| Content Type -> X1-Digital Marketing (instagram_tiktok) -> M-Buying Interest -> Y-Purchase Decision        | 0,141                     |
| X1-Digital marketing (instagram_tiktok) -> M-Buying Interest -> Y-Purchase Decision                        | 0,427                     |
| Content Type -> X1-Digital Marketing (instagram_tiktok) -> Y-Purchase Decision                             | 0,131                     |
| X1-Digital marketing (instagram_tiktok) -> M-Buying Interest -> Y-Purchase Decision                        | 0,427                     |

Source : Data processed (2025)

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### 4. Test the Significance of the Hypothesis

Based on Table 7 and Table 8, the entire path coefficient shows a *T-statistical* value of  $> 1.96$  and a *p-value* of  $< 0.05$ , which is significant at a confidence level of 95%. For example, the relationship between "X1-Digital Marketing" and "Buying Interest" has a T-value of 38,411 and a p-value of 0.000, indicating a very high level of significance.

**Table 7. Hypothesis Test**

|                                                                 | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values |
|-----------------------------------------------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| Influencer Marketing -> X1-Digital Marketing (instagram_tiktok) | 0,396               | 0,395           | 0,020                      | 19,366                   | 0,000    |
| Digital interaction -> X1-Digital marketing (instagram_tiktok)  | 0,346               | 0,345           | 0,021                      | 16,740                   | 0,000    |
| Content Type -> X1-Digital marketing (instagram_tiktok)         | 0,330               | 0,331           | 0,022                      | 14,925                   | 0,000    |
| M-Buying Interest -> Y-Purchase Decision                        | 0,485               | 0,491           | 0,127                      | 3,807                    | 0,000    |
| X1-Digital marketing (instagram_tiktok) -> M-Buying Interest    | 0,882               | 0,884           | 0,023                      | 38,411                   | 0,000    |
| X1-Digital marketing (instagram_tiktok) -> Y-Purchase decision  | 0,395               | 0,392           | 0,135                      | 2,935                    | 0,003    |

Source : Data processed (2025)

### C. Model Fit Test

#### 1. Coefficient of Determination ( $R^2$ )

In Table 9, the  $R^2$  value for "Buying Interest" is 0.778, and for "Purchase Decision" is 0.729. This means that the model is able to explain 77.8% variability in Buy Interest and 72.9% in Purchase Decision. This value suggests that structural models have strong predictive power (Hair et al., 2021).

**Table 9. Result of Coefficient of Determination ( $R^2$ )**

|                                         | R-square | R-square adjusted |
|-----------------------------------------|----------|-------------------|
| M-Interest Buy                          | 0,778    | 0,775             |
| X1-Digital Marketing (instagram_tiktok) | 1,000    | 1,000             |
| Y-Purchase Decision                     | 0,729    | 0,723             |

Source : Data processed (2025)

#### 2. Predictive Effect Test ( $f^2$ )

The results in Table 10 show that there is a large influence shown by the value of  $f^2$ , such as the effect of "X1-Digital Marketing" on "Buying Interest" ( $f^2 = 3.495$ ), which is classified as very large according to the criteria of Cohen (1988). Meanwhile, the effect of "Buying Interest" on "Purchase Decision" has an  $f^2$  value of 0.193 which is included in the medium category. This reinforces the conclusion that the factors tested in the model substantially influence consumer behavior.

**Table 10. Test results  $f^2$**

|                                                                 | f-square |
|-----------------------------------------------------------------|----------|
| Influencer Marketing -> X1-Digital Marketing (instagram_tiktok) | 363,050  |
| Digital interaction -> X1-Digital marketing (instagram_tiktok)  | 339,523  |
| Content Type -> X1-Digital marketing (instagram_tiktok)         | 359,678  |
| M-Buying Interest -> Y-Purchase Decision                        | 0,193    |



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|                                                                | f-square |
|----------------------------------------------------------------|----------|
| X1-Digital marketing (instagram_tiktok) -> M-Buying Interest   | 3,495    |
| X1-Digital marketing (instagram_tiktok) -> Y-Purchase decision | 0,128    |

Overall, the results of the SEM-PLS analysis show that the research model built has excellent validity, reliability, and predictability. The convergent and discriminant validity have been met, and all the main hypotheses in the model are statistically supported. These findings underscore the importance of using digital media such as Instagram and TikTok as the primary channels of modern marketing supported by influencer strategies, engaging content, and intense interaction with audiences. Furthermore, *Buying Interest* has proven to be a key mediator between digital marketing and consumer purchasing decisions.

### 3.2. DISCUSSION

#### 1. The Significant Influence of Digital Marketing on Consumer Purchase Decisions

The results show that social media-based digital marketing strategies, particularly through Instagram and TikTok, significantly influence consumer purchasing decisions. This is reflected in the *path coefficient* value of 0.395 and *t-statistic* of 2.935 ( $p < 0.05$ ), with an  $R^2$  of 0.729 which indicates that the model has high predictive power on purchase decisions. These findings reinforce the thinking of Chaffey & Ellis-Chadwick (2019) that a holistically designed digital marketing strategy is able to increase consumer conversions in real terms. In this context, visual social media functions not only as a promotional channel, but as an interactive medium that shapes consumer perception and experience (Kaplan & Haenlein, 2010)

#### 2. Identify the Dominant Factors in Digital Marketing: Influencer Marketing

Of the three subdimensions of digital marketing tested, namely digital interaction, content type, and influencer marketing, it was found that influencer marketing had the greatest influence on digital marketing perception ( $\beta = 0.396$ ). This shows that consumer trust in digital figures has a stronger effect than the visual elements of the content or the level of interactivity. These findings are in line with (R. Braga, 2024; J. Visser, 2024), which emphasizes the importance of credibility and personal narratives in building emotional relationships that impact purchasing behavior.

#### 3. The Role of Buying Interest as a Strong Psychological Mediator

This study empirically proves that buying interest is a very significant mediating variable in the relationship between digital marketing and purchase decisions. Digital marketing has a major influence on buying interest ( $\beta = 0.882$ ), and buying interest influences purchasing decisions directly ( $\beta = 0.485$ ). The indirect mediation effect of 0.427 confirms that an effective digital marketing strategy must be able to foster emotional attraction before consumers decide to buy. This supports the consumer behavior model of (Kotler, 2019; Solomon, 2020) which states that buying intent is formed from the process of affective evaluation of marketing stimulus.

#### 4. Practical Strategies for Local Culinary MSMEs in Bali

Based on the results of the analysis and the predictive power of the model ( $R^2$  buying interest = 0.778), this study provides concrete strategic direction for local culinary business actors. The three main recommendations include: (1) the use of credible and relevant local influencers, (2) the creation of interactive short video content on TikTok and Instagram, and (3) the improvement of the quality of digital interactions such as live chats, comments, and community content. This strategy allows MSMEs to compete in the digital space without relying on large-scale paid advertising, in line with the concept of *low-cost digital branding* that is inclusive and adaptive (Bintoro, 2024)

#### 5. Academic Contributions to Digital Consumer Behavior Theories and Models

Theoretically, this research contributes to strengthening and expanding digital consumer behavior models. Empirical validation through SEM-PLS shows that purchasing decisions in the digital ecosystem are not only influenced by rational logic, but also by visual, emotional, and social factors formed through social media. This research also enriched the literature by shifting the focus from rational variables such as price and product quality to affective dimensions such as narrative, emotions, and digital beliefs, especially in the context of local Balinese culinary.

#### 6. Limitations and Future Research Directions

Although the study has high validity and reliability, there are three main limitations: (1) limitations in the digital-savvy population that limit generalization, (2) a purely quantitative approach without qualitative exploration, and (3) it has not accommodated external variables such as price, food quality, and e-WOM. For this reason, follow-up research is recommended using a mixed-method approach and expanding variables, including cross-regional comparative studies or age segmentation.

Overall, this study proves that Instagram and TikTok are strategic marketing channels that significantly drive consumer purchasing decisions in the local culinary sector in Bali. Buying interest is proving to be an important link between digital content and real

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action. The contribution of this research lies in its ability to bridge the gap between consumer behavior theory and digital marketing practices, with a contextual approach that is appropriate for MSMEs in the era of digital transformation.

### 4. CONCLUSION

This research proves that digital marketing through Instagram and TikTok has a significant influence on consumer purchasing decisions in the local culinary sector in Bali. These influences are not only direct, but are also strongly mediated by consumer buying interest. The findings show that the most dominant digital marketing dimension is influencer marketing, followed by digital interaction and content type. Buying interest acts as an emotional and cognitive link between digital content and consumer decisions, reinforcing the understanding that an effective digital strategy must touch the psychological side of the audience. With an  $R^2$  value of 72.9% for purchase decisions and 77.8% for buying interest, this model shows high predictive power in the context of social media-based digital marketing.

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