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# Content Marketing, Digital Interaction, and upload Frequency on Consumer Purchasing Decisions in Digital Marketing through Instagram Social Media

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**ABSTRACT**

***Objective:*** *This study aims to analyze the influence of Content Marketing, digital interaction, and upload frequency on consumer purchasing decisions on Instagram.* ***Method:*** *The research method used a quantitative approach with a purposive sampling technique on 100 respondents, as well as multiple linear regression analysis using SPSS 25.* ***Results:*** *The results showed that marketing content had a positive but insignificant effect, while digital interaction and upload frequency had a significant positive effect on purchasing decisions. Simultaneously, all three variable had a significant effect with a contribution of 56,2%.* ***Novelty:*** *This finding emphasizes the importance of integrating content, interaction, and upload consistency to improve consumer purchasing decisions on Instagram.*

## INTRODUCTION

The development of information technology has changed the way companies market their products. Digital marketing through social media has become one of the most significant transformations in the digital era. According to *We Are Social and Hootsuite* in 2024, the number of social media users in Indonesia has reached 193 million, or about 69% of the total population. Among various platforms, Instagram tops the list as the most actively used social media, especially by the younger generation who have a strong visual orientation.

Instagram is no longer just a means of sharing photos or videos, but has evolved into a digital transaction ecosystem. Through the Instagram Shop feature, Live Shopping, and links in Stories, Instagram facilitates the buying and selling process directly on its platform. This makes Instagram not only a social communication medium, but also an effective sales channel for businesses to build relationships, promote products, as well as conduct sales transactions.

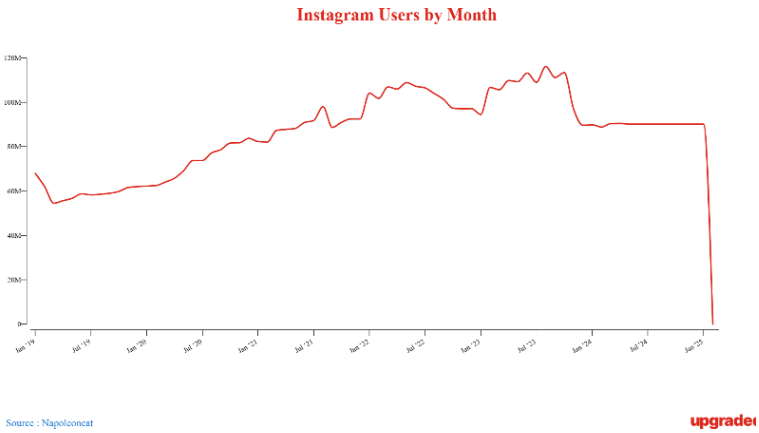


**Figure 1.** Instagram User Demographic Data.
Source : upgrade.id

The image above shows a graph of the number of Instagram users from January 2019 to early 2025. Using features like Instagram Stories, Reels, and IGTV, users can explore content shared by people around them, celebrities, and business accounts related to their interests.

In the practice of digital marketing on Instagram, marketing content plays an important role. Content marketing can be defined as a communication strategy through text, images, audio, and video that is organized in an interesting and relevant manner to attract audience attention, build engagement, and influence purchasing decisions. [1] Content Marketing is building brand visibility and long-term relationships by consistently producing relevant and interesting content for customers.

Previous research by [2] shows that being able to experience functional benefits by presenting interesting content on Instagram can significantly influence purchasing decisions. The same thing is expressed by [3] which states that if the content created is interesting, the desire to buy the product will increase. However, research[4] shows different results - marketing content alone does not always have a significant effect if it does not increase the effectiveness and engagement of content, namely optimizing content delivery on platforms such as Instagram to increase consumer decisions. This difference in results is one of the important reasons to reexamine how the role of marketing content on Instagram affects consumer purchasing decisions in Indonesia.

Apart from content, digital interaction is also an important element in building consumer loyalty and trust on social media. Digital interaction is defined as a reciprocal activity between brands and consumers, which can occur through comments, *likes*, *direct messages*, *live streaming*, and *user-generated content* features. This interaction fosters a sense of connectedness (parasocial interaction) that can influence purchasing decisions [5]. Research [6] found that active Digital Interaction is able to effectively encourage interpersonal interactions, thereby increasing consumer purchase intentions. In contrast, [7] found that digital interactions do not always have a significant effect on purchasing decisions if consumers only interact passively without any follow-up two-way

communication. These mixed results point to the need for research that reassesses the influence of digital interaction specifically in the context of Instagram in Indonesia.

Another factor that also plays a role is upload frequency. Upload frequency refers to how often a business account publishes content within a certain period of time. [8] stated that regular upload intensity helps maintain brand visibility and keep consumers engaged. The findings of [9] support this by stating that accounts that consistently upload content have higher engagement performance and influence purchase intention. However, [10] found that the frequency of uploads has no direct or indirect effect on consumer attitudes towards brands or purchase intentions in the short term.

Based on various results, researchers found that there is a research gap regarding the combined role of marketing content, digital interaction and upload frequency are three important factors that influence consumer purchasing decisions. However, there are not many studies that combine these three factors in one research framework, especially for the Indonesian market. Therefore, the researcher decided to conduct additional research to delineate the scope of such research and determine the research topic: "**Content Marketing, Digital Interaction, and Upload Frequency on Consumer Purchase Decision in Digital Marketing through Instagram Social Media.**"

**Problem Formulation**: Analyze the effect of marketing content, digital interaction, and upload frequency on consumer purchasing decisions on Instagram social media.

**Question**: Do marketing content, digital interaction, frequency of uploads on Instagram social media affect consumer purchasing decisions?

**Category SGds**: This research category is based on the relevant SDGs (*Sustainable Development Goals*) and is included in the 12th point indicator category (*Responsible Comsumption and Production*).

**Content Marketing**

Content Marketing according to [11] is the process of creating and delivering content (such as text, images, videos, and animations) to target customers in a way that adds value and connects them with the company.

Research [12] Content Marketing is a process that aims to create and distribute interesting and informative content with the aim of attracting and obtaining the interest of target consumers.

Research [13] there are 4 indicators below that can be used to create quality Marketing Content:

1. *Content Creation*: One of the effective social media marketing strategies is interesting content. This is because consumers will be interested in seeing from reading the contents of the message, increasing consumer confidence.
2. *Content Sharing*: By sharing content to social groups, a business can expand its network. Depending on the type of content, content sharing can result in direct or indirect sales.
3. *Connection*: Social networks are places where customers can meet people with similar interests and build relationships that can generate a lot of business.

4. *Community Building*: Social groups that share interests and interact using technology.

**Digital Interaction**

Research [7] Digital interaction refers to a form of *engagement* in which users - through content delivered by influencers (highlighting reliability, competence, aspirational personality) - are able to feel closeness and emotional connection that influences attitudes and purchasing preferences.

Indicators of Digital Interaction according to [5] are as follows:

1. *Real-Time Communication*: The ability of the social commerce platform to enable direct communication between consumers and sellers in real time, such as through live chat**,** instant replies in the comments column, or live streaming **sessions.**
2. *User Engagement Features*: Features that allow users to actively interact with product or brand content, such as liking, commenting, sharing, or saving product posts.
3. *User-Generated Content*: Content created by users (not by brands), such as reviews**,** photos of consumers using products, or unboxing videos**.**
4. *Social Presence & Perceived Interaction*: Consumers' perception that they are actually "communicating" or "being noticed" by the seller/brand, as well as feeling a lively interaction within the platform-albeit digitally.

**Upload Frequency**

Research [8] Upload frequency refers to how often companies publish and update their content on social media. This includes the speed and the number of posts made in a given period, which is important for maintaining relevance and audience attention and influencing their purchasing decisions.

And according to [14] upload frequency is the amount or intensity of content published by a social media account in a certain period of time (eg daily, weekly, monthly), which directly affects the level of consumer exposure to brand information.

There are indicators of Upload Frequency according to [9] as follows:

1. Upload Intensity Level : Describes how often an Instagram account uploads content in a certain period, for example every day, every other day, or several times a week.
2. Consistency of Upload schedule: Refers to the consistency of upload time, whether the account uploads at a fixed time (for example every day at 12.00 or every Monday and Friday).
3. Conformity of Frequency to Content: Assess whether the number of uploads made is sufficient, not excessive, and contains relevant information for potential buyers.

**Purchase Decision**

Purchasing Decision according to [15] is one phase of the overall mental process and other physical activities that occur gradually during the buying process and to fulfill most of the needs, wants, or in other words, a collection of actions taken by customers.

Purchasing Decision according to [16] is the final action taken by consumers after going through a process that involves gathering information, evaluating alternatives, and selecting based on a combination of psychological, technical and situational factors.

According to [17], there are indicators of Purchasing Decisions as follows:

1. *Buying Stabillity:* Strong desire in consumers to buy a particular product.
2. *Consideration in Buying*: The customer's perception of buying a product from a variety of options.

*Appropriateness of Attributes With Wants and Needs*: Customer motivation to buy a product because of the needs that need to be met.

## RESEARCH METHOD

This study uses a quantitative approach which aims to determine the influence between the independent variables (Marketing Content, Digital Interaction, and Frequency of Uploading) on the dependent variable (Purchase Decision) in the context of digital marketing through Instagram social media. The population in this study are Instagram social media users who have purchased products/services after seeing content, interactions, and uploads from business accounts on Instagram. Data was collected through questionnaires distributed to Instagram social media users.

The sample in this study was taken using purposive sampling method, namely determining respondents based on certain criteria relevant to the research objectives [18]. Determination of the sample size of this study uses Roscoe's guidelines [19] where the minimum sample size is 30-500 respondents and [20], For SEM / Regression analysis, a minimum of 5-10 respondents per variable indicator, so if this study has a total of 14 indicators, 100 respondents are considered sufficient for the analysis to be valid.

This research is structured based on indicators of each variable and uses a Likert scale of 1 - 5, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). Data analysis was carried out by applying the Statistical Program for Social Science (SPSS) version 25. The tests carried out in testing this research data are descriptive test, validity test, reliability test, classical assumption test, multiple linear regression analysis, t test, f test, and coefficient of determination test (R2).

### Thinking Framework

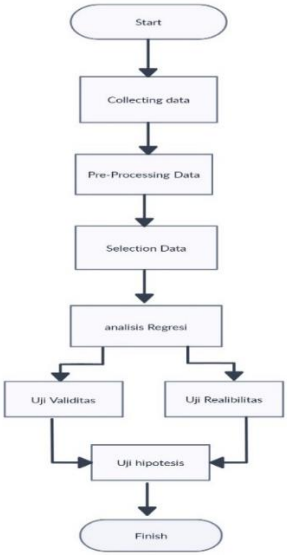


**Figure 2.** Thinking Framework.

## RESULTS AND DISCUSSION

### *Results*

### Descriptive Analysis

Descriptive analysis is a statistical data processing method that aims to provide an overview or description of the object being studied, both through sample data and population data [21].

**Table 1.** Respondents based on Gender.

| | Gender | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 67 | 67.0 | 67.0 | 67.0 |
| | Female | 33 | 33.0 | 33.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

*Source : SPSS 25 Descriptive Test Results, data processed 2025*

Based on the data from table 1, it shows that the majority of people involved in the study are women, with 33 people, or 33% of the total sample. Meanwhile, male respondents consisted of 67 people, or 67% of the total sample. In addition, the results of the study based on age groups show the following:

**Table 2.** Respondents by Age.

| | Age | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | < 17 years | 5 | 5.0 | 5.0 | 5.0 |
| | 17 - 24 years | 68 | 68.0 | 68.0 | 73.0 |
| | 25 - 34 years | 20 | 20.0 | 20.0 | 93.0 |
| | > 34 years | 7 | 7.0 | 7.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

*Source : SPSS 25 Descriptive Test Results, data processed 2025*

From the data listed in table 2, it can be concluded that the majority of people participating in this study are under 17 years old, with a total of 5 people, equivalent to 5% of the total sample. Furthermore, there are 68 people aged 17-24 years, equivalent to 68% of the total sample, 20 people aged 25-34 years, equivalent to 20% of the total sample, and 7 people aged more than 34 years, equivalent to 7% of the total sample.

### Validity Test

According to [22] validity is an attempt to test research questions to determine the extent to which respondents understand these questions. If the results are invalid, then the respondent may not understand the question.

**Table 3.** Validity Test.

| Item | R-count | R-table | Conclusion |
|---|---|---|---|
| X1.1 | 0.640855 | 0.196 | Valid |
| X1.2 | 0.782375 | 0.196 | Valid |
| X1.3 | 0.870737 | 0.196 | Valid |
| X1.4 | 0.801347 | 0.196 | Valid |
| X2.1 | 0.791357 | 0.196 | Valid |
| X2.2 | 0.746736 | 0.196 | Valid |
| X2.3 | 0.854915 | 0.196 | Valid |
| X2.4 | 0.843313 | 0.196 | Valid |
| X3.1 | 0.792412 | 0.196 | Valid |
| X3.2 | 0.88559 | 0.196 | Valid |
| X3.3 | 0.866664 | 0.196 | Valid |
| Y1 | 0.897065 | 0.196 | Valid |
| Y2 | 0.842798 | 0.196 | Valid |
| Y3 | 0.898588 | 0.196 | Valid |

*Source : SPSS 25 Descriptive Test Results, data processed 2025*

From the validity test results listed in table 3, it can be concluded that each item on each variable has an r-count that exceeds the r-tabei value (0.196). Therefore, it can be concluded that the research instrument has proven valid and can be used in research.

**Reliability Test**

The purpose of the reliability test in this study is to assess the trust and ability of the questionnaire to reveal actual information. Reliability testing is done by checking the Cronbach'ch Alpha value of each variable. A variable can be considered reliable if it gets a Cronbach'ch Alpha value of more than 0.60 [23]. The following are the results of the reliability test of each variable in this study:

**Table 4.** Reliability Test

| Variable | Alpha | Information |
|---|---|---|
| X1 | 0.849 | Reliabel |
| X2 | 0.822 | Reliabel |
| X3 | 0.851 | Reliabel |
| Y | 0.839 | Reliabel |

*Source : SPSS 25 Descriptive Test Results, data processed 2025*

The reliability test results, shown in table 4 above, show that each research instrument variable has a Cronbach'ch Alpha value above 0.6. Therefore, it can be concluded that the questionnaire used in this study is completely reliable.

## Classical Assumption Test

### Normality Test

The normality test is used to evaluate whether the independent variable and the dependent variable have a normal distribution or not [21]. A good regression model should involve graphical analysis and statistical tests with the following criteria:

1. If the significance value or probability value> 0.05 then, the hypothesis is accepted because the data is normally distributed.
2. If the significance value or probability value< 0.05 then, the hypothesis is rejected because the data is not normally distributed.

**Table 5.** Normality Test.

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | **Unstandardized Residual** |
| N | | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 1.78953083 |
| Most Extreme Differences | Absolute | .046 |
| | Positive | .044 |
| | Negative | -.046 |
| Test Statistic | | .046 |
| 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 : SPSS 25 Descriptive Test Results, data processed 2025*

Based on the table above, it is known that the K-S value is 0.46 and the significance value is 0.200. So it can be concluded that in this study the distribution of data is normally distributed because the significance value is greater than 0.5.

### Multicollinierity Test

The multicolonierity test is used to evaluate whether there is a high relationship between the independent variables [22]. To detect multicolonierity, the Tolerance (TOL) method is used with a value of more than 0.1 and a Variance Inflation Factor (VIF) that does not exceed 10. When these values can be met, it can be interpreted that there is no multicolonierity between the independent variables with a certainty level of more than 95%.

**Table 6.** Multicollinierity Test.

| Coefficients[a] | | | | | | | |
|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1.794 | .898 | | 1.997 | .049 | | |
| | Konten Pemasaran | .114 | .080 | .136 | 1.421 | .159 | .482 | 2.075 |
| | Interaksi Digital | .278 | .078 | .364 | 3.550 | .001 | .421 | 2.378 |
| | Frekuensi Unggahan | .376 | .095 | .358 | 3.975 | .000 | .544 | 1.838 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | |

*Source : SPSS 25 Descriptive Test Results, data processed 2025*

Based on the table above, it shows that the tolerance value of variable X1 is 0.482 with a VIF value of 2.075. The tolerance value of variable X2 is 0.421 with a VIF value of 2.378 and the tolerance value of variable X3 is 0.544 with a VIF value of 1.838.

**Heteroscedasticity Test**

The heteroscedasticity test determines whether there is an inequality of residual variances between observations. In the heteroscedasticity test, the decision criterion is that symptoms of heteroscedasticity are indicated if the residual points form a wide wave pattern which then narrows. Conversely, if the residual distribution does not show a clear pattern above and below or around a number, then heteroscedasticity is not found [22].

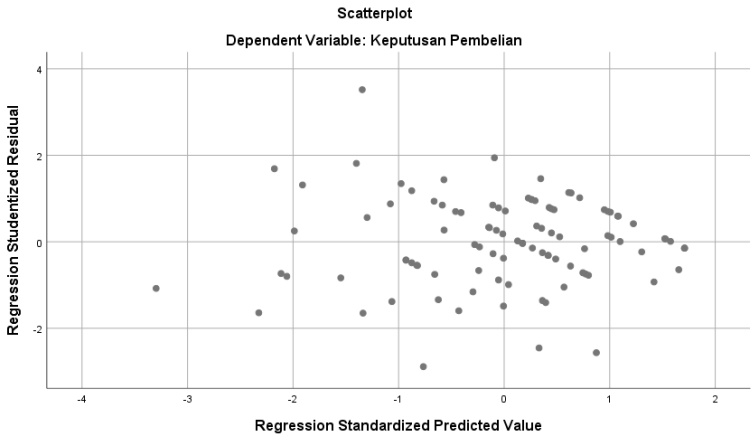


**Figure 3.** Heteroscedasticity test.

*Source: SPSS 25 Heteroscedasticity Test Results, data processed 2025*

Based on the picture above, it shows that the distribution of data points does not form a wavy, widening, or narrowing pattern, and is randomly above or below the number 0. This indicates that the distribution of data points does not form a pattern. As

a result, it can be concluded that heteroscedasticity does not exist and a good regression model can be fulfilled.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis test is a regression that has one dependent variable and two or more independent variables [21].

**Table 7.** Multiple linear regression analysis.

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.794 | .898 | | 1.997.049 | |
| | Konten Pemasaran | .114 | .080 | .136 | 1.421.159 | |
| | Interaksi Digital | .278 | .078 | .364 | 3.550.001 | |
| | Frekuensi Unggahan | .376 | .095 | .358 | 3.975.000 | |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

*Source : SPSS 25 Descriptive Test Results, data processed 2025*

Based on the results of multiple linear regression analysis, the regression equation can be obtained as follows:

Y = a + b1.X1 + b2.X2 + ….. + bn.Xn

Y = 1.794 + 0,114 X1 + 0,278 X2 + 0,376 X3

From the above equation, it can be described as follows:

- a: If the variables Marketing Content (X1), Digital Interaction (X2), and Upload Frequency (X3) are all the same, then the Purchasing Decision (X1) will remain at 1.794 assuming other variables remain. The value of a of 1.794 indicates a constant level.
- b1: Assuming other variables remain constant, the b1 value (X1 regression coefficient) of 0.114 indicates that each unit increase in content advertising will increase the Purchasing Decision by 0.114, and vice versa, each unit decrease in content advertising will decrease the Purchasing Decision by 0.114.
- b2: Assuming other variables remain constant, the value of b2 (regression coefficient X2) of 0.278 indicates that each increase in Digital Interaction by one unit will increase the Purchasing Decision by 0.278, and vice versa, each decrease in Digital Interaction by one unit will decrease the Purchasing Decision by 0.278.
- b3: The value of b3 (regression coefficient X3) is 0.376, indicating that each increase in Upload Frequency by one unit will result in an increase in purchasing decisions by 0.376, and vice versa, each decrease in Upload Frequency will result in a decrease in purchasing decisions by 0.376. This is done with the assumption that other variables remain.

**Partial Test (T)**

Partial test or t test is a test of the regression coefficient individually, used to assess the significance of each independent variable on the dependent variable separately [22]. The hypothesis used in this test is:

a. t-count< t-table then there is no influence between the dependent variable on the independent variable.
b. t-count> t-table then there is an influence between the dependent variable on the independent variable.

**Table 8.** Partial Test (T).

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.794 | .898 | | 1.997.049 | |
| | Konten Pemasaran | .114 | .080 | .136 | 1.421.159 | |
| | Interaksi Digital | .278 | .078 | .364 | 3.550.001 | |
| | Frekuensi Unggahan | .376 | .095 | .358 | 3.975.000 | |

a. Dependent Variable: Keputusan Pembelian

*Source: Partial Test Results (T) SPSS 25, data processed 2025*

To find out the t-table value, it can be found by the formula dk = n-k-1 = 100-3-1 = 96. With an α (sig level) value of= 0.05 (5%) and dk (degrees of freedom)= 96, the t-table is obtained at 1.660. Based on the table above, it can be concluded as follows:

**Content Marketing on Purchasing Decission**

From the t test results, the t-count value is 1.421 and a significant value of 0.159. So these results show that the t-count value of 1.421 < t-table 1.660 and a significant value of 0.159> 0.05. Which means H1 is rejected, where the Marketing Content variable (X1) has a positive but insignificant influence on consumer purchasing decisions in digital marketing through Instagram social media.

**Digital Interaction on Purchasing Decission**

From the t test results, the t-count value is 3.550 and a significant value of 0.001. So these results show that the t-count value is 3.550> t table 1.660 and a significant value of 0.001 < 0.05. Which means H2 is accepted, where the Digital Interaction variable (X2) has a significant positive effect on consumer purchasing decisions in digital marketing through Instagram social media.

**Upload Frequency on Purchasing Decission**

From the t test results, the t-count value is 3.975 and a significant value of 0.000. So these results show that the t-count value is 3.975> t table 1.660 and a significant value of 0.000 <0.05. Which means H1 is accepted, where the Upload Frequency variable (X3) has a significant positive effect on consumer purchasing decisions in digital marketing through Instagram social media.

**Simultaneous Test (F)**

According to [22] the simultaneous test is used to evaluate whether there is a joint influence (simultaneously) of the independent variables on the dependent variable. Proof is done by comparing the f-count value with the f-table value at a significance level of 5% and degrees of freedom df = (n-k-1), where n is the number of respondents with and k is the number of variables owned.

**Table 9.** Simultaneous Test (F).

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| | **Model** | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
| 1 | Regression | 429.960 | 3 | 143.320 | 43.398 | .000[b] |
| | Residual | 317.040 | 96 | 3.302 | | |
| | Total | 747.000 | 99 | | | |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Frekuensi Unggahan, Konten Pemasaran, Interaksi Digital

*Source: Simultaneous Test Results (F) SPSS 25, data processed 2025*

Based on the simultaneous test (F) in table 9 above, it is known that the F-count value = 43.398, which is greater than the F-table= 2.70, as well as the probability or sig value of 0.000>0.05. So it can be concluded that simultaneously, the variables of Marketing Content, Digital Interaction, and Upload Frequency have a significant influence on Purchasing Decisions. Therefore, the hypothesis can be accepted.

**Test Coefficient of Determination ($R^2$)**

According to [22] the coefficient of determination, often symbolized by R2, is used to measure how much influence the independent variables have on the dependent variable. When the coefficient of determination in the regression model continues to decrease or approaches zero, this indicates that the influence of all independent variables on the dependent variable is getting smaller. Conversely, if the value is close to 100%, it indicates that the influence of all independent variables on the dependent variable is getting bigger.

**Table 10.** Test Coefficient of Determination ($R^2$).

| Model Summary | | | | |
|---|---|---|---|---|
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
| 1 | .759[a] | .576 | .562 | 1.817 |

a. Predictors: (Constant), Frekuensi Unggahan, Konten Pemasaran, Interaksi Digital

*Source: Results of the Determination Coefficient (R2) Test in SPSS 25, data processed in 2025*

From table 10, it shows that the coefficient of determination R (R2) or R Square is obtained at 0.562. This shows that the independent variables Marketing Content, Digital Interaction, and Upload Frequency are able to provide almost everything needed by the

dependent variable purchasing decision of 0.562 or 56.2%. So it can be said that the overall relationship is quite strong because the value is more than 0.05.

***Discussion***

Based on the test results that have been carried out, it can be explained that:

**The Effect of Content Marketing (X1) on Purchasing Decission**

Based on the results of data analysis, it proves that Marketing Content, although it has a positive relationship direction, has no significant effect partially. This shows that good content without a responsive interaction strategy and consistent upload patterns is not enough in the era of highly dynamic social media.

According to content marketing, today's Instagram audience does not only value promotional messages and visualizations, but focuses more on engagement and tangible evidence of the brand. This content will only have a significant impact when combined with interactions that increase proximity and frequency of uploads that maintain user exposure, indicating a shift in digital consumer behavior in response to marketing messages.

The results of this test are reinforced by the results of research conducted [4] showing the results that Content Marketing has a positive but insignificant effect on purchasing decisions However, research contradicts [3] Content Marketing has a significant influence on purchasing decisions.

**The Effect of Digital Interaction (X2) on Purchasing Decission**

Based on the results of data analysis, it proves that Digital Interaction has a positive and significant effect on consumer purchasing decisions through Instagram social media. Active interactions such as replying to comments, live features, and quick message responses are proven to increase the sense of connection between consumers and brands, thereby encouraging purchase intentions.

Consumers can get closer to brands through quick responses, interaction in comments, and involvement in live activities on Instagram. However, it is important to remember that passive interactions, such as seeing something or giving a like, are not always enough to encourage someone to buy something. In other words, the quantity of interaction is not as important as its quality.

The results of this test are reinforced by the results of research conducted by [6] and [5] showing the results that Digital Interaction has a significant positive effect on Purchasing Decisions, while research conducted by [7] shows Digital Interaction does not have a significant effect on Purchasing Decisions.

**The Effect of Upload Frequency (X3) on Purchasing Decission**

Based on the results of data analysis, it proves that Upload Frequency has a positive and significant effect on consumer purchasing decisions through Instagram social media. With frequently updated content, customers have the opportunity to be continuously exposed to information about the product, which increases brand recall, and ultimately influences their purchasing decisions.

Consumers are more frequently exposed to product information if the content is consistent, which increases their likelihood of remembering, considering, and ultimately purchasing the item. However, excessive errors without regard to quality can lead to dissatisfied customers. Therefore, to maintain an effective Instagram marketing communication strategy, it is crucial to balance the quantity and quality of posts.

The results of this test are reinforced by the results of research conducted by [9] and [8] The results of this test are reinforced by the results of research conducted by [10] shows that Upload Frequency does not always have a significant effect on Purchasing Decisions.

## CONCLUSION

**Fundamental Finding :** The study reveals that marketing content demonstrates a positive yet insignificant influence on purchasing decisions, indicating that appealing content alone is insufficient without deeper interaction and consistent communication. Digital interaction shows a positive and significant impact, where active engagement and responsive two-way communication strengthen consumer trust and emotional connection, ultimately increasing the likelihood of purchase. Upload frequency also exerts a positive and significant effect, as consistent posting enhances product exposure and brand recall, though it still requires attention to content quality to avoid audience fatigue. **Implication :** These findings suggest that brands should not rely solely on attractive content but must integrate meaningful interaction and communication strategies to effectively drive purchase behavior. Strengthening digital engagement and maintaining a balanced posting rhythm can enhance consumer trust, emotional closeness, and brand visibility, which collectively support stronger purchasing tendencies. **Limitation :** The study is constrained by its limited explanatory power, as the three examined variables account for only 56.2% of purchase-decision variance. It also relies on a relatively small sample size of 100 respondents, predominantly from a younger demographic, which restricts the generalizability of the findings across broader population segments. **Future Research :** Further studies are encouraged to explore additional variables that may exert stronger influences on purchasing decisions and to expand sample size and segmentation across diverse age groups, genders, and levels of Instagram usage to produce more representative and comprehensive insights.

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