

The Influence of Product Variety, Instagram Social Media Promotion, and E-WOM on Purchase Intention for Yourstudio Photobox Madiun

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh variasi produk, promosi media sosial melalui Instagram, dan *Electronic Word of Mouth* (E-WOM) terhadap minat beli pada Yourstudio Photobox Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 160 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan analisis regresi linier berganda dengan bantuan IBM SPSS Statistics 26. Hasil penelitian menunjukkan bahwa secara parsial variasi produk tidak berpengaruh signifikan terhadap minat beli, sedangkan promosi media sosial melalui Instagram dan E-WOM berpengaruh positif dan signifikan, dengan E-WOM sebagai variabel yang memberikan pengaruh paling dominan. Secara simultan, ketiga variabel tersebut terbukti berpengaruh signifikan terhadap minat beli dengan kontribusi sebesar 59,6%. Temuan ini mengindikasikan bahwa dalam industri jasa berbasis pengalaman seperti photobox, reputasi digital dan efektivitas promosi daring memiliki peran yang lebih besar dibandingkan keberagaman produk semata dalam membentuk minat beli konsumen.

Kata Kunci: *Variasi Produk, Promosi Media Sosial Instagram, Electronic Word of Mouth, Minat Beli.*

Abstract

This study aims to analyze the influence of product variation, social media promotion through Instagram, and Electronic Word of Mouth (E-WOM) on purchase intention at Yourstudio Photobox Madiun. This study employed a quantitative approach with a survey method involving 160 respondents selected through purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression with the assistance of IBM SPSS Statistics 26. The results show that, partially, product variation has no significant effect on purchase intention, while social media promotion through Instagram and E-WOM have a positive and significant effect, with E-WOM being the most dominant variable. Simultaneously,

the three variables were proven to significantly affect purchase intention, contributing 59.6%. These findings indicate that in experience-based service industries such as photobox, digital reputation and the effectiveness of online promotion play a greater role than product variety alone in shaping consumer purchase intention.

Keywords: *Product Variation, Instagram Social Media Promotion, Electronic Word of Mouth, Purchase Intention.*

A. INTRODUCTION

1. Research Background

The rapid development of information and communication technology has fundamentally changed consumer behavior, particularly among younger generations. Generation Z and millennials are not only passive consumers of digital content but also actively create and share visual content as a form of self-expression, experience documentation, and social interaction. This phenomenon has generated new demand for services that enable consumers to produce high-quality visual content independently, personally, and enjoyably. One of the businesses that has emerged in response to this demand is the self-photo studio or photobox industry. A photobox provides consumers with a private space equipped with professional cameras, appropriate lighting, various themes, and decorative properties, allowing them to capture memorable moments without requiring a professional photographer.

The development of the photobox industry demonstrates a promising business opportunity. In Indonesia, modern self-photo studio businesses began to develop more rapidly after 2022, when people increasingly returned to social activities and sought enjoyable and shareable experiences. The concept, initially popularized by South Korean brands, has been adapted by local businesses and has expanded beyond major cities to medium-sized cities. This development indicates that photobox services are no longer limited to large urban markets but have become part of a broader lifestyle trend.

The same phenomenon can be observed in Madiun City, East Java, where the photobox business has developed considerably in recent years. The presence of several competitors, including Potrait Room, Orijin Self Photo, Poptrait Box, and Snapbox Madiun, indicates that the local market has entered a growth phase with increasingly intense competition. Consumers consequently have more alternatives and become more selective in choosing a photobox studio.

One of the important competitive aspects in this industry is product variation. Yourstudio Photobox offers five permanent interior themes: Basic, Dinner, Market, Elevator, and Kereta. Each theme provides a different concept, property, atmosphere, and photographic experience. In addition, the studio offers different photo-print formats and additional features such as custom frames. These variations potentially provide a competitive advantage because consumers can select an experience that matches their preferences. However, the permanent nature of the themes may also create a potential problem because consumers who have previously visited the studio may seek new visual experiences. Therefore, it is important to determine whether the product variations offered by Yourstudio are sufficient to stimulate consumers' purchase intention.

The second factor examined in this study is social media promotion through Instagram. Instagram is particularly relevant to the photobox industry because the service is strongly associated with visual experiences and social-media-sharing behavior. Yourstudio Photobox actively promotes its services through organic content and collaborations with local influencers. Based on observations conducted on April 17, 2026, 14 promotional contents generated more than 413,400 views, 2,753 shares, 94 comments, and 5,444 likes. The highest-performing Yourstudio content reached 74,100 views, while a product-addition video reached approximately 65,000 views. Several influencer collaborations also generated substantial exposure, including content from Hayfageraldine with 91,400 views and Tio_philus with 57,000 views.

Nevertheless, the high level of exposure does not automatically indicate optimal promotional effectiveness. The difference between individual content performances is substantial. For example, one coming-soon video obtained 74,100 views, whereas another obtained only 4,100 views. Furthermore, only 94 comments were recorded from more than 413,000 views, suggesting that two-way communication between the business and its audience remained relatively limited. Although influencer collaborations successfully expanded promotional reach, engagement and long-term connections with the audience were not evenly distributed across the content.

The third factor is Electronic Word of Mouth (E-WOM). E-WOM is particularly important for a newly established photobox business because potential consumers may have limited direct experience with the service. Yourstudio Photobox began operating in March 2026; therefore, consumers who have not personally experienced the service may rely heavily on digital information, reviews, recommendations, testimonials, and other consumers' experiences when forming their perceptions and purchase intentions. However, the observed promotional content was dominated by visual promotional materials and price information, while detailed accounts of actual customer experiences remained relatively limited. The small number of comments—only 94 from more than 413,000 views—also indicates that opportunities for potential consumers to obtain deeper information through digital discussions remain limited.

2. Literature Review

a. Product Variation

Product variation refers to a company's strategy of providing different product or service alternatives with varying attributes, features, designs, sizes, or configurations to accommodate diverse consumer needs and preferences. Kotler and

Keller (2016) conceptualize product variation through the broader concept of the product mix, which concerns the range of products offered by a company. In the context of Yourstudio Photobox, product variation is reflected in the availability of different studio themes, service packages, photo-print formats, additional features, and other choices provided to consumers.

b. Social Media Promotion through Instagram

Social media promotion through Instagram refers to marketing communication activities conducted through Instagram to inform, persuade, remind, and establish relationships with consumers regarding the products or services offered. In the present study, the effectiveness of Instagram promotion is measured using the 4C framework proposed by Hauer (2010).

c. Electronic Word of Mouth (E-WOM)

Goyette et al. (2010) developed an E-WOM measurement scale consisting of four dimensions: intensity, positive valence, negative valence, and content. Intensity refers to the frequency or volume of discussions and reviews about a product or service on digital platforms. Positive valence concerns the extent to which positive opinions and recommendations are expressed. Negative valence concerns the presence and impact of negative opinions. Content refers to the depth, usefulness, and relevance of information contained in online reviews.

d. Purchase Intention

Purchase intention refers to consumers' tendency or intention to purchase a product or use a service in the future after evaluating relevant information and alternatives. Kotler and Keller (2016) place purchase intention between the evaluation of alternatives and the actual purchase decision. A stronger purchase intention indicates a greater likelihood that consumers will eventually engage in actual purchasing behavior.

Ferdinand (2002) identifies four indicators for measuring purchase intention: transactional intention, referential intention, preferential intention, and exploratory intention. Transactional intention reflects the consumer's intention to use or purchase the service; referential intention reflects the tendency to recommend the service to others; preferential intention reflects the tendency to make the service a primary choice among alternatives; and exploratory intention reflects the tendency to seek further information about the service before making a purchase decision.

3. Research Hypotheses

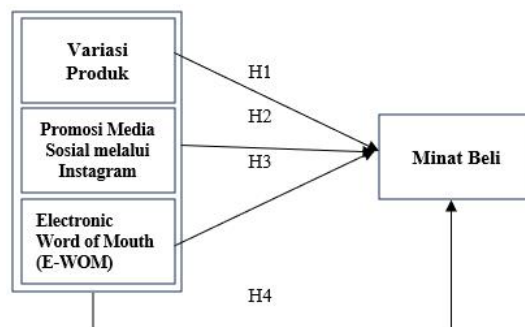
Based on the theoretical review, the research hypotheses can be stated as follows:

H1: Product variation has a positive and significant effect on purchase intention at Yourstudio Photobox Madiun.

H2: Social media promotion through Instagram has a positive and significant effect on purchase intention at Yourstudio Photobox Madiun.

H3: Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchase intention at Yourstudio Photobox Madiun.

H4: Product variation, social media promotion through Instagram, and Electronic Word of Mouth (E-WOM) simultaneously have a positive and significant effect on purchase intention at Yourstudio Photobox Madiun.



Picture 2. Conceptual Framework

Source : (Allya Ramadhina & Mugiono, 2022), (Hartawan et al., 2021) dan (Saputri et al., 2025)

B. METHOD

The research population was unknown (infinite population), consisting of all individuals who were aware of the existence of Yourstudio Photobox through Instagram, recommendations from others, or other sources of information, and who had an interest in using its services. The sample was determined using purposive sampling with the following criteria: respondents were domiciled in or located in Madiun City, were at least 15 years old with Generation Z and millennials as the primary target groups, were aware of the existence of Yourstudio Photobox, and had previously viewed promotional content on Instagram and/or read reviews (E-WOM) about Yourstudio Photobox. Following Hair et al. (2010), who suggested a sample size of 5–10 times the number of indicators (16 indicators), questionnaires were distributed to 180 respondents. After the screening process, 160 valid respondents were obtained and used in the analysis.

This study involved three independent variables, namely product variation (X1), social media promotion through Instagram (X2), and E-WOM (X3), as well as one dependent variable, namely purchase intention (Y), as summarized in Table 1. Data were collected through a closed-ended questionnaire using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

C. RESULTS AND DISCUSSIONS

I Normality Test

Description	Value
N	160
Test Statistic	0.085

Description	Value
Monte Carlo Sig. (2-tailed)	0.183
Asymp. Sig. (2-tailed)	0.006
Conclusion	Normally distributed (Sig. > 0.05)

Source: Output IBM SPSS Statistics 2026

Initial evaluation of the error terms via the Kolmogorov-Smirnov test yielded an asymptotic significance of 0.006. To achieve greater precision, decision-making relied instead on a 10,000-sample Monte Carlo simulation, which produced a 2-tailed probability of 0.183 within a 99% confidence interval (0.173–0.193). Because this refined estimate comfortably exceeds the 0.05 threshold, the residual data is confirmed to follow a normal distribution, thereby satisfying the normality requirement for the regression framework.

Multicollinearity Test

Variable	Tolerance (> 0.10)	VIF (< 10)	Description
Product Variation (X1)	0.633	1.579	No multicollinearity
Instagram Social Media Promotion (X2)	0.464	2.154	No multicollinearity
Electronic Word of Mouth / E-WOM (X3)	0.481	2.079	No multicollinearity

Source: Processed Primary Data, 2026

Each independent variable has a Tolerance value above 0.10 and a VIF value below 10. This means that no multicollinearity occurs among the independent variables in this study's regression model, and the multicollinearity assumption is satisfied.

Heteroscedasticity Test

Variable	Sig. Value	Cut-off	Description
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Variable	Sig. Value	Cut-off	Description
Product Variation (X1)	0.179	0.05	No heteroscedasticity
Instagram Social Media Promotion (X2)	0.213	0.05	No heteroscedasticity
Electronic Word of Mouth / E-WOM (X3)	0.091	0.05	No heteroscedasticity

Source: Output IBM SPSS Statistics 2026

Spearman's rho procedure was utilized to check for heteroscedasticity, a condition characterized by non-constant residual variance across dataset points. Ensuring a homoscedastic error structure is vital for robust regression analysis. Following standard analytical criteria, absence of heteroscedasticity is confirmed if the resulting p-value stays above 0.05.

Multiple Linear Regression Analysis

Product Variation (X1), Instagram Social Media Promotion (X2), and Electronic Word of Mouth (X3) on Purchase Intention (Y) of Yourstudio Photobox consumers, both partially and simultaneously. According to Ghazali (2018), multiple linear regression analysis is useful for determining the relationship between independent and dependent variables. The results of the multiple linear regression analysis using IBM SPSS Statistics 26 are presented in the following table.

Table 4.13 Multiple Linear Regression Analysis Results

Model	B (Unstandardized)	Std. Error	Beta (Standardized)	t	Sig.
(Constant)	-0.637	1.348	-	-0.472	0.638
Product Variation (X1)	0.103	0.095	0.068	1.079	0.282
Instagram Promotion	0.198	0.092	0.160	2.156	0.033

Model	B (Unstandardized)	Std. Error	Beta (Standardized)	t	Sig.
(X2)					
E-WOM (X3)	0.730	0.086	0.615	8.456	<0.001

Source: Output IBM SPSS Statistics 2026

Based on Table 4.13, the resulting regression equation is:

$$Y = -0.637 + 0.103 X1 + 0.198 X2 + 0.730 X3$$

This equation can be interpreted as follows. The constant value (α) of -0.637 indicates that if all independent variables (Product Variation, Instagram Promotion, and E-WOM) are zero, Purchase Intention (Y) would be -0.637, meaning that without any contribution from these three variables, consumer purchase intention tends to be very low or effectively non-existent. The Product Variation (X1) coefficient of 0.103 indicates that a one-unit increase in product variation raises purchase intention by 0.103, holding other variables constant; the positive direction indicates that a more diverse range of themes and packages offered by Yourstudio Photobox is associated with higher consumer purchase intention.

Partial Test (t-test)

Variable	t-calculated	t-table	Sig.	Description
Product Variation (X1)	1.079	1.975	0.282	H1 Rejected (Not Significant)
Instagram Promotion (X2)	2.156	1.975	0.033	H2 Accepted (Significant)
E-WOM (X3)	8.456	1.975	<0.001	H3 Accepted (Significant)

Source: Output IBM SPSS Statistics 2026

The results of the partial t-test indicate that Product Variation (X1) does not have a significant effect on Purchase Intention (Y). This is shown by the t-calculated value of 1.079,

which is lower than the t-table value of 1.975, with a significance value of $0.282 > 0.05$. Therefore, H1 is rejected.

Instagram Social Media Promotion (X2) has a positive and significant effect on Purchase Intention (Y). The t-calculated value of 2.156 is greater than the t-table value of 1.975, while the significance value of 0.033 is below 0.05. Thus, H2 is accepted.

Electronic Word of Mouth (E-WOM) (X3) has a positive and significant effect on Purchase Intention (Y). This is indicated by the t-calculated value of 8.456, which exceeds the t-table value of 1.975, with a significance value of <0.001 . Therefore, H3 is accepted.

Simultaneous Test (F-test) Results

Model	Sum of Squares	df	Mean Square	F-calculated	Sig.
Regression	895.120	3	298.373	79.072	<0.001
Residual	588.655	156	3.773		
Total	1483.775	159			

Source: Output IBM SPSS Statistics 2026

Table 4.15 shows an F-calculated value of 79.072, which exceeds the F-table of 2.66, with a significance value of <0.001 , which is below 0.05. H0 is thus rejected and H4 is accepted, meaning the regression model is fit, and Product Variation (X1), Instagram Social Media Promotion (X2), and Electronic Word of Mouth (X3) simultaneously have a positive and significant effect on Purchase Intention (Y) of Yourstudio Photobox consumers in Madiun City.

Coefficient of Determination (R²) Test

The coefficient of determination (Adjusted R²) is used to measure how much the independent variables jointly explain the variance of the dependent variable (Ghozali, 2018). Adjusted R² is more appropriate for models with more than one independent variable, as it accounts for the number of variables and sample size.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.777	0.603	0.596	1.943

Source: Output IBM SPSS Statistics 2026

Table 4.16 shows a correlation coefficient (R) of 0.777, indicating a strong relationship between the independent variables (Product Variation, Instagram Social Media Promotion, and E-WOM) and the dependent variable (Purchase Intention). The R Square value of 0.603 indicates that the three independent variables jointly explain 60.3% of the variance in Purchase Intention (Y) of Yourstudio Photobox consumers. Meanwhile, the Adjusted R Square of 0.596, or 59.6%, indicates that after controlling for the number of variables and sample size, 40.4% of the variance in Purchase Intention is still explained by other factors outside this research model, such as price, service quality, location, and internal consumer factors.

The Effect of Product Variety on Purchase Intention

Product variety does not have a significant effect on consumers' purchase intention toward YourStudio Photobox. This indicates that the diversity of themes and facilities has been considered common in the photobox industry, leading consumers to place greater emphasis on the quality of the experience they obtain rather than on the number of theme options available. This finding differs from Ramadhina and Mugiono (2022), who found a positive and significant effect of product variety in the retail industry, which may be attributed to differences in the characteristics of the research objects.

The Effect of Instagram Social Media Promotion on Purchase Intention

Instagram promotion has a positive and significant effect on purchase intention, indicating that Instagram serves as a digital storefront that showcases the studio atmosphere, photo results, and promotional activities, thereby generating consumer interest before

making a purchase. This finding is consistent with Hartawan et al. (2021) and Saputri et al. (2025), who found similar effects in other business contexts.

The Effect of E-WOM on Purchase Intention

E-WOM is the most dominant variable in shaping purchase intention. Reviews, testimonials, and recommendations from previous consumers are perceived as more credible than promotional messages delivered directly by business owners, in line with the component of subjective norms in the Theory of Planned Behavior (Ajzen, 1991). In experience-based service industries such as photobox businesses, consumers rely heavily on information from others to reduce uncertainty before deciding to visit. This finding is consistent with Rahmawati and Susanti (2024), Nisrina Nur Abidah and Fahmi (2024), and Rumokoy and Gunawan (2025), who examined the context of self-photo studios.

The Simultaneous Effect of the Three Variables on Purchase Intention

Product variety, social media promotion through Instagram, and E-WOM simultaneously play a role in shaping consumers' purchase intention. Product variety provides experiences that can be shared through Instagram content, which subsequently encourages the emergence of E-WOM in the form of reviews and recommendations. Therefore, the three variables complement one another in building potential consumers' confidence in using YourStudio Photobox services.

D. CONCLUSIONS

Based on the research findings, it can be concluded that the diversity of themes and service options has not yet become a primary consideration for consumers in developing purchase intention toward YourStudio Photobox, as its nature as an experience-based service leads consumers to rely more heavily on information from the digital environment than merely on the variety of products available. In contrast, social media promotion through Instagram and Electronic Word of Mouth (E-WOM) have been proven to play important roles in shaping purchase intention, with E-WOM being the most dominant factor, as

reviews and recommendations from other consumers are perceived as more credible than promotional messages delivered directly by the business. Simultaneously, these three marketing aspects have been proven to contribute to the development of consumers' purchase intention, indicating that marketing strategies in the photobox industry should be directed not only toward product development but also toward strengthening digital reputation through the continuous management of promotional content and consumer reviews. This study has limitations, as it focuses only on three marketing variables and a single research object; therefore, the generalization of the findings should be made with caution.

E. SUGGESTIONS

For the management of Yourstudio Photobox, it is recommended to prioritize the management of Electronic Word of Mouth (E-WOM) by actively encouraging satisfied consumers to share positive reviews and experiences across various digital platforms, while also improving the consistency and quality of Instagram promotional content to maintain its attractiveness to potential consumers. Regular theme updates should also be considered so that product variation can be communicated again as promotional content and serve as a stimulus for new customer reviews. For future researchers, it is recommended to add other variables that may influence purchase intention, such as price, service quality, location, and brand trust, as well as to expand the sample and research locations so that the findings can be generalized more broadly.

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