



The Effect of Website and Instagram Utilization on the Effectiveness of Marketing Products of Cafe Teras Waru Bumdesma Tanjunganom, Nganjuk

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ABSTRACT

The development of information technology, especially in the digital realm, has created significant changes in marketing strategies, including in the village business sector. The main purpose of this study is to analyze the impact of the use of the website and Instagram platform on the marketing effectiveness of Cafe Teras Waru products managed by Bumdesma Mulia Mandiri in Tanjunganom District, Nganjuk Regency. Website and Instagram were chosen as the main variables because both are considered to have the ability to reach consumers widely and efficiently, especially in increasing brand awareness, buying interest, customer loyalty, and overall marketing performance. A quantitative approach with a descriptive design was applied in this study. Data was collected by distributing questionnaires to 96 regular visitors of Cafe Teras Waru, then analyzed using multiple linear regression methods processed with the help of SPSS software. The results show that the use of websites and Instagram has a strong positive effect, either separately or simultaneously, on the effectiveness of product marketing. Websites have proven to have a more dominant influence than Instagram in increasing marketing. These findings confirm the importance of technology-based digital marketing strategies in increasing the competitiveness of local businesses

INTRODUCTION

The rapid development of information technology, especially in the online era, has led to major changes in many areas of life, including in the marketing strategies implemented by businesses. Social media is now a very important tool in marketing communication, because of its ability to reach potential consumers broadly, quickly, and interactively. Among the various social media platforms available, Instagram and websites are two very popular and effective media in building brand image and increasing consumer engagement.

Figure 1. Digital Adoption Statistics in Indonesia (February 2025)



Source: We Are Social & Meltwater, Digital 2025 Indonesia (<https://tinyurl.com/y6duuznv>)

Based on the data displayed, it can be seen that the existence of the internet and social media has become an essential part of the daily routine of Indonesian people. With 212 million internet users, this shows how wide digital reach in the country is (74.6% of the population), 143 million social media users (50.2%), and mobile connections that exceed the number of population, showing the great potential of digitalization. Therefore, the use of websites and Instagram is very relevant to support the marketing strategy of village businesses such as Café Teras Waru. This confirms that digitalization has become part of the daily life of the Indonesian people. Therefore, the use of websites and social media such as Instagram is very relevant in product marketing strategies, including for village businesses such as Café Teras Waru which is managed by Bumdesma Mulia Mandiri Tanjunganom District, Nganjuk.

Bumdesma is a business created when two or more villages come together to run a business, utilize existing assets, develop investment and productivity, and provide services that can improve the welfare of the village community. Bumdesma Mulia Mandiri LKD Tanjunganom District, Nganjuk Regency, as a village economic institution, has a strategic role in encouraging local economic growth through its business units. One of the newly established business units is Cafe Teras Waru which is expected to be able to compete in the digital era by utilizing information technology, especially social media, as an efficient and low-cost promotional tool.

According to (Marleny et al., 2022), The use of social media by village business actors can increase tourist visits, sales of local products, as well as build village digital identity and support sustainable business growth. Websites and Instagram were chosen as the main media because they can both present product

information, places, café atmosphere, promotions, and direct relationships with customers. According to (Vermaat et al., 2017), Instagram is one of the most effective platforms for marketing with a high level of user engagement with visual content, allowing users to share photos and videos to build brand awareness.

However, the effectiveness of social media use still needs to be evaluated in depth. Questions such as how digital marketing strategies are implemented and how much influence Instagram and websites have in increasing the visibility and sales of Cafe Teras Waru products These are the main reasons for this research. The purpose of this research is to further research the use of social media, especially websites and Instagram, in the marketing of Cafe Teras Waru products managed by Bumdesma Tanjunganom District. By understanding the strategies implemented and their impact on marketing, it is hoped that the results of the research can provide useful recommendations for Bumdesma managers and other business actors in developing digital marketing strategies.

LITERATURE REVIEW

The literature review in this study focuses on two main aspects, namely the use of websites and Instagram in marketing. The use of digital technology in marketing has become one of the indicators of business success in the modern era. According to (Kotler & Keller, 2016), Digital marketing encompasses all efforts made to market a product or service by utilizing electronic devices or the internet as a medium. In this context, websites and Instagram are very important tools in reaching consumers. Websites serve as a comprehensive information platform, while Instagram serves as a social media platform that allows for more engaging visual interactions.

Website (As a Marketing Medium)

According to (Vermaat et al., 2017) A website can be interpreted as a set of web pages that are interconnected and contain various information including documents and images uploaded to the web server. According to (Traver & Laudon, 2021), A well-designed website will increase the credibility and professionalism of the business and can reach the market significantly. A study by (Dave & Ellis-Chadwick, 2021) As many as 70% of consumers are known to prefer to make purchases on websites that have attractive visual designs and ease of navigation.

According to (Ighomereho et al., 2022) Identify eService Quality indicators, especially website aspects:

1. Website appearance (visual display: layout, graphics, information structure)
2. Ease of use
3. Security (transaction/data security guarantee)
4. Personalisation (user-tailored content)

Instagram (As Social Media Marketing)

According to (Salmiah et al., 2020) Instagram is a platform that emphasizes visuals with attractive appearances and videos that are acceptable to audiences across those platforms. Instagram is very useful when all the available features are used effectively, such as creating stories, posting photos every day, and using relevant hashtags to initiate interactions and gain new followers. In addition, Instagram has unique characteristics as a social media platform that sets it apart from other platforms. Instagram puts visual content first, which makes it very effective for product marketing, especially in the culinary industry.

In the context of Bumdesma, the use of Instagram not only increases sales but also builds community and consumer engagement. A study by (Marleny et al., 2022) Found that social media helps businesses connect better with customers, which results in stronger relationships and more loyal customers. By using Instagram features such as Stories, Reels, and IGTV, Kafe Teras Waru can share fun and useful content that engages customers and increases their chances of visiting.

Marketing indicators via Instagram (Gunawan et al., 2021) that is:

1. Visual communication
2. Engagement: metrics seperti reach, likes, shares, comments (via Instagram Insights)
3. Relationship interaction: comments, likes, Direct Messages

Product Marketing

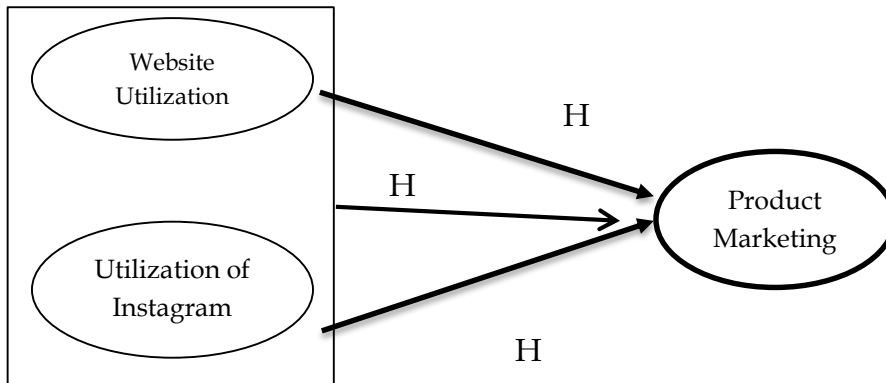
According to (Ujang Sumarwan, 2011) Marketing itself is a process that involves identifying consumer needs, followed by the production of necessary goods or services, to make sure people want to buy something, the company needs to show them why they need the product or service. This helps create purchasing decisions, which means people end up making purchases from businesses that provide them.

Product Marketing Indicators (Based on Marketing Mix and Digital Literature):

1. Brand Awareness: how well known the product/brand is by the market
2. Purchase intention: the consumer's desire to buy
3. Customer Loyalty: the tendency to buy back
4. Marketing performance: such as increased sales, traffic, ROI

Overall, the use of the website and Instagram in the marketing of Cafe Teras Waru products is expected to have a positive impact on sales and brand image. Through a deep understanding of digital marketing strategies, Bumdesma can optimize the use of information technology to achieve its business goals.

Research Framework



Exposure:

: Partial influence of the variables X1 and X2 on Y

: The influence of variables X1 and X2 on Y simultaneously

Hipotesis

A hypothesis is a provisional statement that tries to explain how the various factors in a study are interrelated. This hypothesis is checked for truth through data analysis, as follows:

1. **H1:** It is suspected that there is a significant influence of the use of the website on the effectiveness of marketing Café Teras Waru Bumdesma Tanjunganom products, Nganjuk.
2. **H2:** It is suspected that there is a significant influence of the use of Instagram on the effectiveness of marketing Café Teras Waru Bumdesma Tanjunganom products, Nganjuk.
3. **H3:** It is also suspected that there is also a significant influence simultaneously from the use of the website and Instagram on the effectiveness of the marketing of Café Teras Waru Bumdesma Tanjunganom products, Nganjuk.

METHODOLOGY

Types of Research

This study applies a quantitative method with a descriptive design. The selection of a quantitative approach is based on the purpose of the research which wants to measure and explain the relationship between variables systematically to find out how the use of websites and Instagram affects the marketing effectiveness of Café Teras Waru products. The descriptive design helps the researcher explain the current situation and organize the data collected from the participants clearly.

Research Location

Café Teras Waru is located in Tanjunganom District, Nganjuk Regency, East Java. The selection of this location is based on the fact that Café Teras Waru is included in the business unit operated by Bumdesma Mulia Mandiri, which is currently working to improve the effectiveness of product marketing through the use of digital technology.

Population and Sample

The population studied included all people who had used Café Teras Waru's services and products. Sample selection In this study, a simple random sampling technique was used, which provided a fair opportunity for each customer to be involved as a participant. Using the Cochran formula, the total number of respondents in this study was determined to be 96, based on the following formula:

$$n = \frac{z^2 pq}{e^2}$$

Information:

n: Number of samples required

z: Confidence level 5% = 1.96

e: Sampling error (10%)

p: True odds (0.5)

q : Wrong Chance (0.5)

Using the formula mentioned above, the next calculation yields:

Data Sources and Data Collection Techniques

The types of data in this study include primary and secondary data. Primary data is information collected directly from consumers as the first source, Café Teras Waru customers who actively use social media, especially Instagram. This questionnaire is designed to collect information about consumers' perceptions of website and Instagram usage and its impact on their purchasing decisions. The secondary data sources in this study include a variety of documents, such as annual reports and other supporting data related to the research object.

Data Analysis Techniques

The data was analyzed using SPSS statistical software which functions as a tool in the data processing process. Before the main analysis is carried out, this study first runs validity and reliability tests to ensure that the research instrument works accurately and consistently. Multiple linear regression is used as the main method in testing the hypothesis, to determine the influence of each independent variable—website and Instagram—on the bound variable, i.e.

marketing effectiveness. The analysis is also complemented by a series of classic assumption tests, such as normality, multicollinearity, and heteroscedasticity, to ensure that the data meet the statistical feasibility requirements.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results

Variabel	Question Items	Calculation	rtabel	Information
Website (X1)	X1.1	1,000	0,1689	Valid
	X1.2	0,588	0,1689	Valid
	X1.3	0,625	0,1689	Valid
	X1.4	0,698	0,1689	Valid
Instagram (X2)	X2.1	0,543	0,1689	Valid
	X2.2	0,610	0,1689	Valid
	X2.3	0,551	0,1689	Valid
Product Marketing (Y)	Y.1	0,579	0,1689	Valid
	Y.2	0,585	0,1689	Valid
	Y.3	0,542	0,1689	Valid
	Y.4	0,478	0,1689	Valid

Source: SPSS Data Processing Output Results (2025)

The validity test in this study examined the validity of the questionnaire. The trial used a significance level of 5% and involved 96 participants. The result shows that the value of each statement $>$ r table is 0.1689, which means that all statements are valid as a whole.

Reliability Test

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Standard	Information
Website (X1)	0,857	0,60	Reliabel
Instagram (X2)	0,761	0,60	Reliabel
Product Marketing (Y)	0,793	0,60	Reliabel

Source: SPSS Data Processing Output Results (2025)

Reliability is tested through Cronbach Alpha calculations, where the minimum acceptable value is 0.60. The test results indicate that all variables meet these requirements with values that are above the specified limit. Therefore, all variables are reliable.

Normality Test

Figure 2. Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.6770833
	Std. Deviation	3.09881230
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.050
Test Statistic		.077
Asymp. Sig. (2-tailed)		.194 ^c

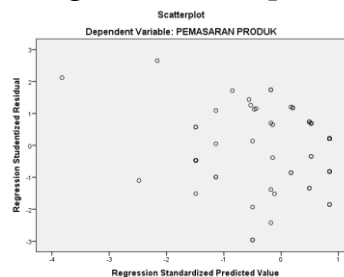
- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: SPSS Data Processing Output Results (2025)

The significance value obtained from the Kolmogorov-Smirnov normality test was $0.194 > 0.05$. Thus, the data on the three variables can be said to be distributed normally.

Heterokedasticity Test

Figure 3. Scatterplot



Source: SPSS Data Processing Output Results (2025)

The pattern seen in the scatterplot shows a random and even distribution of data points on both sides of the zero horizontal line on the Y-axis.

Multicollinearity Test

Figure 4. Multicollinearity Test Results

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	WEBSITE	.358	2.795
	INSTAGRAM	.358	2.795

a. Dependent Variable: PEMASARAN PRODUK

Source: SPSS Data Processing Output Results (2025)

Based on the table above, the results are as follows:

1. The VIF value for the Website (X1) is 2.795 < 10, and its Tolerance value is 0.358 > 0.10. This indicates that the Website (X1) does not have a multicollinearity problem.
2. The VIF value for Instagram (X2) is 2.759 < out of 10, and its Tolerance value is 0.358 > 0.10. This means Instagram (X2) also shows no signs of multicollinearity.

Multiple Linear Regression Test

Figure 5. Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.018	1.730		.010	.992
	INSTAGRAM	.424	.155	.293	2.734	.008
	WEBSITE	.671	.122	.592	5.519	.000

a. Dependent Variable: PEMASARAN PRODUK

Source: SPSS Data Processing Output Results (2025)

The results of multiple linear regression analysis, as shown in the table, produce the following equation model:

$$Y = 0.018 + 0.671X_1 + 0.424X_2$$

1. The value of the constant found is 0.018. This means that if the independent variable is at 0, the dependent variable will be 0.018.
2. The regression coefficient for the Website variable (X1) was 0.671 positive. This indicates that if the Website variable (X1) goes up, the Product Marketing variable (Y) also goes up, and vice versa applies if it goes down.
3. The regression coefficient for the Instagram variable (X2) is 0.424 positive. This means that when the Instagram variable (X2) increases, the Product Marketing variable (Y) also increases, and vice versa.

Test F

Figure 6. F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.044	2	59.022	58.647	.000 ^b
	Residual	55.352	55	1.006		
	Total	173.397	57			

a. Dependent Variable: PEMASARAN PRODUK

b. Predictors: (Constant), WEBSITE, INSTAGRAM

Source: SPSS Data Processing Output Results (2025)

Based on the F test, the F value of the calculation was obtained of 58.647 and the F of the table was 3.094 at the degree of freedom of 93. Since the value of F calculates $>$ and the significance value is $0.000 < 0.05$, H_a is accepted and H_0 is rejected. This means that the use of the Website (X1) and Instagram (X2) together has a significant and positive influence on the effectiveness of the marketing of Café Teras Waru Bumdesma Tanjunganom products, Nganjuk (Y).

T test

Figure 7. Test Results t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.018	1.730		.010	.992
	INSTAGRAM	.424	.155	.293	2.734	.008
	WEBSITE	.671	.122	.592	5.519	.000

a. Dependent Variable: PEMASARAN PRODUK

Source: SPSS Data Processing Output Results (2025)

The following information is obtained from the results of the t-test shown in the table above:

1. Looking at the t-test table, the calculated t-value for the Website variable (X1) is 5.519, and for the Instagram variable (X2) is 2.734. The table t-value for the degree of freedom 96 and the significance level of 0.05 is 1.661.
2. The t-value for the Website (X1) $>$ the t-value of the table, and the t-value of the t-value is $0.000 < 0.05$. This means that H_0 is rejected and H_a is accepted, which shows that the Website variable (X1) has a positive and partially significant effect on the Product Marketing of the Waru Bumdesma Tanjunganom Terrace Cafe, Nganjuk (Y).
3. Instagram's t-count value (X2) $>$ t-table, and the Sig. value is $0.000 < 0.05$. Thus, H_0 was rejected and H_a was accepted, which shows that the Instagram variable (X2) also had a positive and partially significant effect on the Product Marketing of the Waru Bumdesma Tanjunganom Terrace Cafe, Nganjuk (Y).

CONCLUSION AND RECOMMENDATION

This study concludes that the use of digital media, namely websites and Instagram, plays an important role in supporting the success of Café Teras Waru product marketing. The results of the t-test partially prove that these two variables have a positive and significant impact on the effectiveness of marketing, which is the main focus of the study. Websites have a greater influence, as shown by a higher regression coefficient value than Instagram, indicating that the appearance, ease of access, and reliability of information on the website are more decisive in influencing consumer purchase decisions.

Meanwhile, the results of the simultaneous test (F test) further strengthen the finding that websites and Instagram, when used together, can make a significant contribution to expanding market coverage and strengthening competitive positions. The use of Instagram through attractive, interactive visual content, as well as strategies for utilizing platform features such as stories and reels also encourages increased engagement user. In general, the integration of these two media is able to increase brand awareness, encourage buying interest, and build customer loyalty to the products offered by Café Teras Waru.

Thus, it can be emphasized that a structured and online media-based digital marketing strategy is a relevant and effective approach for village business units, this is important as a step to access a wider market and improve competitiveness in the midst of the ongoing digital transformation.

Suggestion

Considering the results and conclusions of this study, here are some recommendations that are worth considering by the manager of Café Teras Waru and Bumdesma Mulia Mandiri:

1. **Website Optimization as Main Media** Website is proven to have the strongest influence on marketing effectiveness. Therefore, managers are advised to continue to improve the quality of the website's display, ease of navigation, and present relevant and up-to-date content, such as the latest menus, customer testimonials, to clear location and operating hours information.
2. **More Focused Instagram Utilization Strategies** Instagram remains an effective promotional tool due to its visual appeal. Managers need to optimize Instagram features such as reels, highlights, and IG stories to display the uniqueness of the café atmosphere, special promos, or community activities. Interaction with followers also needs to be maintained in order to form strong relationships and increase customer loyalty.
3. **Consistent and Measurable Digital Media Integration** Website and Instagram should not be used separately, but complement each other in one integrated digital marketing strategy. Managers are advised to set digital performance indicators (KPIs) periodically, such as the number of website visits, purchase conversion rate, or Instagram engagement rate, to monitor the effectiveness of promotions and make continuous improvements.
4. **Improving Digital Literacy of the Management Team** To ensure maximum use of digital media, the manager of Café Teras Waru and Bumdesma need to hold regular training related to digital content management, copywriting techniques, the use of digital analytics tools, and the latest social media

trends. This is important so that the team can keep up with technology dynamics and market needs.

By following these suggestions, it is hoped that Café Teras Waru can continue to improve its marketing effectiveness, expand its consumer reach, and strengthen its position as one of the leading village business icons in Nganjuk Regency.

FUTHER STUDY

This research still has delays, so it is necessary to conduct further research related to the topic The Effect of Website and Instagram Utilization on the Effectiveness of Marketing Products of Cafe Teras Waru Bumdesma Tanjunganom, Nganjuk in order to improve this research and add insight for readers.

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