

The Effect of Instagram Content Marketing on Consumer Purchase Intention in MSMEs

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Abstract—The increasing use of social media has created opportunities for Micro, Small, and Medium Enterprises (MSMEs) to promote their products through digital content. This study examines the effect of Instagram content marketing dimensions, consisting of informativeness, entertainment, and credibility, on consumer purchase intention for MSME products promoted through the official Instagram account of Rumah BUMN Surabaya. This study employed a quantitative explanatory approach involving 100 active followers selected using purposive sampling. Data were collected through an online questionnaire using a five-point Likert scale and analyzed using multiple linear regression. The results show that Instagram content marketing simultaneously has a significant effect on consumer purchase intention, with an R^2 value of 51.1%. Partially, informativeness has a positive and significant effect on purchase intention ($B = 0.339$; $t = 2.627$; $\text{Sig.} = 0.010$), and entertainment also has a positive and significant effect ($B = 0.393$; $t = 2.783$; $\text{Sig.} = 0.007$). In contrast, credibility does not have a significant effect on purchase intention ($B = 0.116$; $t = 0.796$; $\text{Sig.} = 0.428$). The contribution of this study lies in extending the discussion of Instagram content marketing to the context of an institutional MSME facilitator that promotes products from multiple MSMEs, a context that has received less attention in previous research. Practically, the findings provide empirical information for Rumah BUMN Surabaya and MSMEs in developing Instagram content that emphasizes informative and entertaining characteristics to support consumer purchase intention.

Keywords: Content Marketing; Purchase Intention; Instagram; MSMEs

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1. INTRODUCTION

The development of digital technology has transformed the way businesses communicate with consumers. Digital marketing enables businesses to create and distribute relevant and valuable content through digital platforms to reach specific target audiences. One of the strategies used in digital marketing is content marketing, which focuses on providing useful, relevant, and consistent content to attract and retain consumers. Unlike conventional promotional approaches that primarily emphasize direct selling, content marketing seeks to create meaningful interactions with audiences and can contribute to consumer engagement and purchase intention. Purchase intention refers to a consumer's willingness or tendency to purchase a particular product after evaluating information and stimuli received from the marketing environment. In social media environments, the characteristics of marketing content, including informativeness, entertainment, and credibility, can influence consumers' perceptions and responses toward promoted products. This is consistent with the human-centered approach to digital marketing described by Kotler et al. (2021) which emphasizes the importance of relevant and engaging content in influencing consumers throughout the customer journey.

The development of digital technology has also changed the marketing environment of Micro, Small, and Medium Enterprises (MSMEs). MSMEs are increasingly utilizing social media to promote their products, build brand awareness, and reach broader consumer markets. Among various social media platforms, Instagram provides a visually oriented environment that enables businesses to present products through images, videos, Reels, and other interactive features. The platform therefore provides MSMEs with an opportunity to communicate product information and engage consumers through digital marketing activities (Sitanggang et al., 2024). In Indonesia, efforts to support MSME digitalization are also carried out through institutional programs such as Rumah BUMN Surabaya. Through its official Instagram account, Rumah BUMN Surabaya facilitates the promotion of various MSME products to a wider audience. However, the existence of a social media account and audience reach does not necessarily indicate that promotional content can generate consumer purchase intention.

One important dimension of Instagram content marketing is informativeness. Informativeness refers to the extent to which promotional content provides clear, relevant, accurate, and sufficient information about a product. In an online environment, consumers cannot directly examine products before making a purchase decision. Therefore, product information presented through social media can help consumers understand the characteristics and value of the products being offered. Markoni et al. (2024) examined the role of Instagram visual content and product information availability in relation to purchase intention and found that product information availability is an important aspect of Instagram content in encouraging purchase intention. Handayani et al. (2025) also examined Instagram branded content and purchase intention in the context of a local clothing brand. These findings indicate that informative content can be relevant to consumer purchase intention. However, these studies were conducted primarily in the context of individual commercial brands, whereas the present study examines an account that promotes products from multiple MSMEs through an institutional facilitator. Based on this difference in context, the following hypothesis is proposed:

H1: Informativeness of Instagram content marketing has a positive and significant effect on consumer purchase intention for MSME products.

In addition to informativeness, entertainment represents another important dimension of social media content. Entertainment refers to the extent to which content is able to attract attention, provide enjoyment, and create an engaging experience for its audience. Instagram provides various visual and interactive features that allow businesses to present promotional messages in creative formats. Maharani et al. (2026) examined the relationship between Instagram Reels content and followers' purchase intention in the context of a specific Instagram account, while Syaife'i & Pandjaitan, (2025) examined creative Instagram content and consumer purchase intention. Both studies demonstrate the relevance of engaging and creative content in the social media environment. However, their research contexts remain focused on individual accounts or commercial content rather than an institutional account that functions as a facilitator for several MSMEs. This difference leaves a contextual gap regarding whether entertainment characteristics of Instagram content also influence purchase intention when the promoted products come from multiple MSMEs. Therefore, the second hypothesis is proposed:

H2: Entertainment of Instagram content marketing has a positive and significant effect on consumer purchase intention for MSME products.

Another relevant dimension of content marketing is credibility. Credibility refers to the extent to which consumers perceive the information and source of promotional content as honest, authentic, and trustworthy. Credibility can be particularly relevant in social media marketing because consumers receive product information without directly interacting with the seller. Previous research has examined credibility in different social media contexts Putri et al. (2023) investigated Instagram advertising and millennial purchase intention, while Al Faris et al. (2025) examined the credibility of TikTok content and purchase intention for skincare products. Furthermore, Sjaifudian et al. (2026) examined the relationship between social media content quality, influencer credibility, customer engagement, and purchase intention. These studies provide evidence that credibility is an important aspect of social media communication; however, they primarily examine commercial advertising, influencers, or individual content sources. The role of content credibility in an institutional account that promotes products from multiple MSMEs remains less explored. This difference provides a basis for examining whether credibility has a significant relationship with purchase intention in the context of Rumah BUMN Surabaya. Therefore, the third hypothesis is proposed:

H3: Credibility of Instagram content marketing has a positive and significant effect on consumer purchase intention for MSME products.

Although previous studies have examined Instagram content, social media marketing, and purchase intention, the findings and research contexts indicate several gaps that remain to be addressed. First, Markoni et al. (2024) focused on the role of Instagram visual content and product information availability in influencing purchase intention, but the study did not examine the combination of informativeness, entertainment, and credibility within an institutional MSME promotion context. Second, Handayani et al. (2025) examined Instagram branded content and purchase intention through brand loyalty, but the research focused on a single local clothing brand rather than multiple MSME products promoted through a facilitator account. Third, Maharani et al. (2026) examined Instagram Reels content and purchase intention among followers of a specific Instagram account, providing evidence regarding the role of Instagram content in a particular commercial account context. However, this study did not address an institutional account that aggregates promotional content from different MSMEs. Fourth, Sihalo et al. (2026) examined the influence of Instagram social media and content quality on consumer purchase intention in the context of one MSME, whereas the present study focuses on an Instagram account that promotes products from multiple MSMEs. Fifth, Sjaifudian et al. (2026) examined the relationship between social media content quality, influencer credibility, customer engagement, and purchase intention, but the research emphasized influencer credibility rather than the credibility of an institutionally affiliated MSME facilitator.

These differences indicate that previous studies have generally examined purchase intention in the context of individual brands, individual MSMEs, influencers, or commercial Instagram accounts. In contrast, limited empirical research has examined how informativeness, entertainment, and credibility of Instagram content relate to consumer purchase intention when the promoting account functions as an institutional facilitator for multiple MSMEs. This contextual gap is important because an institutional facilitator differs from a single-brand account: the account does not exclusively represent one product or brand, but communicates and promotes products from different MSMEs. Therefore, the effectiveness of its content cannot be assumed to operate in exactly the same way as content from individual commercial accounts.

This study addresses the identified gap by focusing on the official Instagram account of Rumah BUMN Surabaya as an institutional facilitator for MSME promotion. The study examines three dimensions of Instagram content marketing informativeness, entertainment, and credibility and their effects on consumer purchase intention for MSME products. The research contributes theoretically by extending the discussion of Instagram content marketing and purchase intention to an institutional MSME facilitation context that has received less attention in previous studies. Practically, the findings provide empirical information for Rumah BUMN Surabaya and MSMEs regarding the content characteristics that are associated with consumer purchase intention, particularly in developing Instagram promotional content for products from multiple MSMEs.

Therefore, the objective of this study is to examine the effect of Instagram content marketing dimensions, consisting of informativeness, entertainment, and credibility, on consumer purchase intention for MSME products

promoted through the official Instagram account of Rumah BUMN Surabaya. By examining these three dimensions simultaneously and partially, this study aims to provide empirical evidence regarding the role of Instagram content characteristics in shaping consumer purchase intention within the context of institutionally facilitated MSME promotion.

2. RESEARCH METHODS

2.1 Type of Research, Population, and Sample.

This study employed a quantitative associative approach using an explanatory research design to examine the relationships between informativeness, entertainment, credibility, and consumer purchase intention. Primary data were collected directly from respondents through a structured online questionnaire distributed using Google Forms. The target population consisted of Instagram users who followed the official Instagram account of Rumah BUMN Surabaya and had been exposed to promotional content featuring MSME products. Because the number of eligible followers who had been exposed to the relevant promotional content could not be determined precisely at the time of data collection, the population size was treated as unknown. Purposive sampling was therefore used to select respondents who met the predetermined criteria.

The inclusion criteria were: (1) respondents were at least 17 years old; (2) respondents actively followed the official Instagram account of Rumah BUMN Surabaya; and (3) respondents had previously viewed promotional content for MSME products posted through the account. Based on these criteria, 100 respondents were included in the analysis.

The sample size was determined based on the guideline proposed by Hair et al. (2021), which suggests using a minimum of five observations for each measurement indicator. Since this study employed 20 measurement indicators, the minimum required sample was 100 respondents. Therefore, 100 valid respondents were included in the analysis.

2.2 Research Hypotheses

This section outlines the research hypotheses formulated to address the primary objectives of the study. Based on the established conceptual relationships, three main hypotheses are proposed to be tested empirically. The first hypothesis (H1) posits that the informativeness of Instagram content marketing positively and significantly influences the purchase intention of Micro, Small, and Medium Enterprises products. The second hypothesis (H2) asserts that the entertainment value embedded within the promotional content positively and significantly affects the consumer's purchase intention. Finally, the third hypothesis (H3) states that the credibility of the content and the promoting account positively and significantly impacts the purchase intention of the curated items.

2.3 Conceptual Framework

The conceptual framework, which outlines the structural relationship between the predetermined independent variables and the dependent variable, is contained in this subsection. It systematically maps out how the dimensions of Instagram content marketing operate as antecedent factors that stimulate consumer behavioral outcomes. Specifically, informativeness, entertainment, and credibility serve as the independent variables, each acting as a parallel predictor that theoretically drives the dependent variable, purchase intention. This framework evaluates both the individual and combined effects of the content marketing dimensions on the target audience's inclination to transact. The structural paths and interactions among these variables are visually represented in the research conceptual framework, as illustrated in Figure.

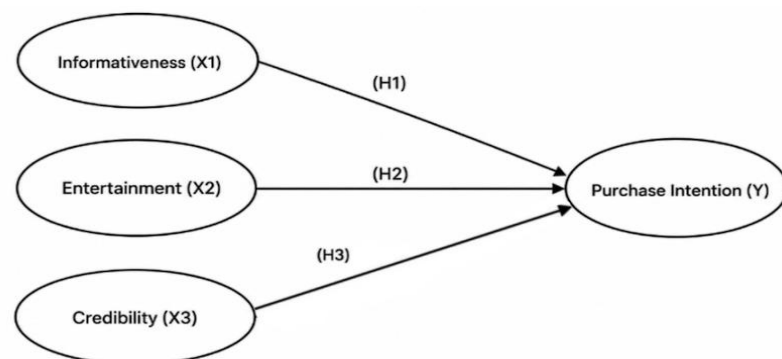


Figure 1. Research Conceptual Framework

2.4 Data Analysis and Testing Techniques

The analytical procedures were systematically conducted utilizing the Statistical Package for the Social Sciences software to process the primary data gathered from the online surveys. All variables were measured using a five-point Likert scale Yee-Yann Yap. (2026) ranging from strongly disagree, represented by a score of one, to strongly agree, represented by a score of five. The variable of informativeness evaluates the ability of promotional content to provide clear product descriptions, relevant information, and accurate concrete visual representations to minimize consumer uncertainty.

Entertainment assesses the capacity of the marketing content to sustain audience interest through high visual and aesthetic appeal, the use of creative and dynamic features, and the ability to evoke positive emotions. Credibility measures the degree to which consumers perceive the social media account and its content as authentic, including the perceived honesty of the account, the authenticity of product quality, and the reliability of the promotional message. Purchase intention is evaluated through a consumer's psychological urge or behavioral tendency to buy a product, specifically encompassing transactional interest, exploratory interest, preferential interest, and referential interest. The operational definitions and their corresponding measurement scales are systematically summarized and presented in Table 1.

Table 1. Variable Measurements

Variable	Operational Definition	Indicators	Scale
Informativeness (X1)	The ability of promotional content to provide clear, relevant, and comprehensive product data to minimize consumer uncertainty.	1. Completeness and clarity of product information. 2. Detail of product specifications (price, size, variants, and usage). 3. Relevance and accuracy of caption text. 4. Delivery of up-to-date product information 5. Accuracy and reliability of information quality.	Likert (1-5)
Entertainment (X2)	The capacity of marketing content to sustain audience interest through creative, dynamic, and visually appealing elements.	1. Visual attractiveness of photos and promotional videos. 2. Engaging content presentation style and language. 3. Audience enjoyment during content browsing. 4. Visual aesthetic elements (colors, design, and video transitions).	Likert (1-5)
Credibility (X3)	The degree to which consumers perceive the social media account and its content as authentic, honest, and trustworthy.	1. Perceived account professionalism. 2. Convincing product reviews and testimonials. 3. Honesty and truthfulness of product claims. 4. Consumer confidence in product quality. 5. Perceived reputation and credibility of the account.	Likert (1-5)
Purchase Intention (Y)	A consumer's psychological urge, plan, or behavioral tendency to buy a product after evaluating promotional content.	1. Transactional interest (intention to buy). 2. Exploratory interest (seeking details). 3. Near-term purchasing plan (intention to transact soon). 4. Preferential interest (primary choice). 5. Referential interest (recommendation). 6. Willingness to endorse products (absence of recommendation resistance).	Likert (1-5)

Prior to hypothesis testing, the research instrument underwent rigorous quality assessments. Validity testing was executed to ensure that each indicator accurately measured its intended construct, while reliability testing utilized Cronbach's Alpha to confirm the consistency of the responses. Subsequently, classical assumption tests were administered to verify that the data satisfied the prerequisites for parametric regression. This involved a normality test to ensure the residual data were normally distributed, a multicollinearity test to confirm the absence of high correlation among independent variables, and a heteroscedasticity test to guarantee uniform variance across observations. Following the fulfillment of these assumptions, multiple linear regression analysis was applied to quantify the magnitude and direction of the relationships. The structural equation utilized in this testing process is shown in Formula 1 below:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \quad (1)$$

The explanation of Formula 1 must be understood as follows: the variable Y represents the dependent variable which is purchase intention, while X1 is the first independent variable representing informativeness, X2 is the second independent variable representing entertainment, and X3 is the third independent variable representing credibility. The constant or intercept is denoted as β_0 , and the regression coefficients that indicate the magnitude of influence of each independent variable on the dependent variable are denoted by β_1 , β_2 , and β_3 . Finally, the error term representing other unexplained variables is represented by ε . The hypotheses were conclusively tested through the partial t-test to assess

individual significance, the simultaneous F-test to evaluate collective impact, and the Coefficient of Determination to measure the proportion of variance.

3. RESULTS AND DISCUSSION

3.1 Research Results

This section presents the findings and discussion derived from the study, preceded by an outline of the research methodology outcomes. It systematically includes explanations supported by tables and other relevant analytical materials to evaluate the proposed hypotheses. The results encompass respondent characteristics, descriptive statistics, instrument quality assessments, classical assumption tests, and multiple linear regression analysis.

3.1.1 Respondent Characteristics

The primary data for this study were collected from one hundred respondents who actively follow the *Rumah BUMN* Surabaya Instagram account. Understanding the demographic profile of these respondents is crucial as it provides contextual background regarding the target audience consuming the MSME promotional content. Based on the collected survey data, the respondent profile is predominantly characterized by a younger demographic, specifically millennials and Generation Z, who fall within the age range of 17 to 30 years old. This aligns with the general user base of Instagram in Indonesia, which is heavily populated by young, digitally native individuals. In terms of gender distribution, the majority of the respondents are female, reflecting a higher propensity among women to engage with lifestyle, culinary, and fashion MSME content curated by the facilitator account. Furthermore, regarding their occupational status, the respondents primarily consist of university students and early-career professionals. This specific demographic characteristic is highly relevant to the study, as these individuals typically possess discretionary income and represent the most active segment in digital consumerism and online transactional behavior.

3.1.2 Descriptive Analysis

Descriptive statistical analysis was conducted to systematically summarize the respondents' perceptions of the independent and dependent variables based on the five-point Likert scale utilized in the survey. The variables evaluated include informativeness, entertainment, credibility, and purchase intention. Overall, the descriptive findings indicate that the respondents hold a highly positive perception of the entertainment value provided by the *Rumah BUMN* Surabaya Instagram account, as evidenced by high average scores in indicators measuring visual appeal and dynamic content features like Reels. Informativeness also received strong positive responses, suggesting that the audience finds the product descriptions and visual representations concrete and clear enough to understand the MSME products being promoted. Credibility scored moderately high, indicating that while the audience trusts the institutional nature of the account, they heavily scrutinize the authenticity of the product quality. Finally, the dependent variable, purchase intention, demonstrated a moderately positive aggregate score. This suggests that while there is a definite interest in the curated products, the transition from exploratory interest to actual transactional interest requires a strong push from specific content dimensions.

3.1.3 Instrument Quality Tests

Prior to executing the primary hypothesis testing, it is imperative to rigorously confirm the quality of the research instrument through validity and reliability assessments to ensure that the data collected are robust and scientifically acceptable. The validity test was administered by evaluating the Pearson correlation coefficient for each statement item within the questionnaire. All of the measuring items for the independent variables (informativeness, entertainment, and credibility) and the dependent variable (purchase intention) yielded significance values well below the 0.05 threshold, comprehensively confirming that every indicator is highly valid and accurately measures its intended theoretical construct. Following the validity assessment, a reliability test was conducted utilizing the Cronbach's Alpha statistical method. The reliability test demonstrated that each variable possessed a Cronbach's Alpha coefficient value significantly greater than the standard acceptable threshold of 0.60. This statistical outcome robustly confirms the instrument's exceptional internal consistency, meaning that the questionnaire would yield stable and consistent results if administered repeatedly under similar conditions.

3.1.4 Classical Assumption Tests

To guarantee that the multiple linear regression model yields Best, Linear, Unbiased Estimators (BLUE), several classical assumption tests were meticulously administered, specifically comprising normality, multicollinearity, and heteroscedasticity tests. First, the normality test was evaluated through visual examinations of the Normal Probability Plot (P-P Plot). The visual analysis explicitly showed a proportionate dispersion of data points tightly following the diagonal line, statistically confirming that the residual data within the regression model are normally distributed. Second, the multicollinearity test was executed to ensure that there is no perfect or exceptionally high correlation among the independent variables. The absence of multicollinearity was securely confirmed as the Variance Inflation Factor (VIF) values for informativeness, entertainment, and credibility were notably less than 10, accompanied by tolerance values greater than 0.10. Third, the heteroscedasticity test was performed utilizing scatterplot analyses. The scatterplot explicitly demonstrated the lack of heteroscedasticity by revealing a random distribution of data points spreading above and below

the zero axis on the Y-axis, completely devoid of any particular geometric patterns or systematic characteristics. Since all traditional presumptions were satisfactorily fulfilled, the data were deemed highly appropriate for further parametric regression analysis.

3.1.5 Multiple Linear Regression Analysis and Hypothesis Testing

A multiple linear regression analysis was conducted to examine the strength and direction of the statistical relationships between the independent variables and consumer purchase intention. The regression analysis evaluated the overall significance of the model using the F-test and the individual statistical significance of each independent variable using the t-test. The coefficient of determination (R^2) was also examined to assess the proportion of variance in purchase intention explained by the independent variables.

Table 2. Multiple Linear Regression Results

Model	Unstandardized Coefficients (B)	t	Sig.	Collinearity Statistics (VIF)
(Constant)	2.392	1.343	0.182	
Informativeness (X1)	0.339	2.627	0.010	2.562
Entertainment (X2)	0.393	2.783	0.007	3.343
Credibility (X3)	0.116	0.796	0.428	3.551
R Square	0.511			
Adjusted R Square	0.495			
F Value	33.080			

Hypothesis testing was conducted using the partial t-test with a significance level of 0.05. For informativeness (X1), the regression coefficient was 0.339, with a t-value of 2.627 and a significance value of 0.010. Since the significance value was below 0.05, H1 was supported, indicating a positive and statistically significant relationship between informativeness and consumer purchase intention.

Entertainment (X2) had a regression coefficient of 0.393, with a t-value of 2.783 and a significance value of 0.007. Since the significance value was below 0.05, H2 was supported, indicating a positive and statistically significant relationship between entertainment and consumer purchase intention.

In contrast, credibility (X3) had a regression coefficient of 0.116, with a t-value of 0.796 and a significance value of 0.428. Since the significance value was greater than 0.05, H3 was not supported. This result indicates that credibility did not have a statistically significant relationship with consumer purchase intention in the sample examined.

3.2 Discussion

This section provides a detailed and comprehensive discussion of the research findings in relation to the predefined hypotheses formulated in the study. It structurally compares the current empirical findings with relevant prior studies previously cited in the introduction, offering a deeper theoretical interpretation of how content marketing operates within the context of a semi-governmental MSME facilitator.

3.2.1 The Effect of Informativeness on Purchase Intention

The empirical findings conclusively indicate that purchasing intention is positively and significantly impacted by the informativeness of the content. This finding implies that giving potential customers clear, precise, and thorough product descriptions on Instagram greatly increases their propensity and psychological readiness to make a purchase. In the realm of digital commerce, consumers cannot physically touch, feel, or evaluate the products prior to transaction. Therefore, MSMEs that successfully provide highly informative content characterized by detailed specifications, clear pricing, and tangible visual representations effectively reduce consumer cognitive dissonance and perceived risk. When *Rumah BUMN* Surabaya posts content that prioritizes informational clarity, it actively promotes a positive cognitive evaluation among its audience.

This outcome is strongly corroborated by the recent findings of Azzahhra et al. (2025); Handayani et al., (2025);, who collectively noted that structural content quality, particularly its informative intrinsic value, drives purchase intentions far more effectively than merely maintaining a general social media presence. Consumers require actionable data to justify their purchasing decisions. These findings also provide robust support for earlier research by Markoni et al., (2024), which theoretically proposed that in modern digital content marketing environments, high-quality, tangible information immediately drives transactional urges and accelerates complex decision-making processes. Therefore, for MSMEs, producing informative content is not just an aesthetic choice, but a critical transactional prerequisite.

3.2.2 The Effect of Entertainment on Purchase Intention

Additionally, the statistical output explicitly demonstrates that consumer purchase intention is strongly and significantly influenced by the marketing content's entertainment value. This proves that promotional posts leveraging high visual appeal, inventive storytelling, and interactive algorithmic elements such as those utilizing Instagram Reels and trending audio are highly successful in drawing in modern audiences. Social media platforms are fundamentally designed for amusement, and promotional content that feels excessively corporate or dry is quickly ignored by users. Furthermore, creative and aesthetically pleasing visual presentations actively tap into consumers' public self-awareness and fulfill their

intrinsic need for emotional engagement, rapidly accelerating their readiness to act Santana et al. (2025); Syafe'i & Pandjaitan. (2025)

The positive psychological experiences produced by highly engaging, entertaining content smoothly convert passive audience attention into actual purchasing behavior. When followers are entertained, their psychological defense mechanisms against traditional advertising are lowered, allowing the promotional message to penetrate more deeply. This aligns seamlessly with the findings of Maharani et al. (2026); Sitanggang et al. (2024), which highlight the absolute necessity of dynamic and visually appealing digital material in highly competitive social media contexts to ensure sustained customer interest. For *Rumah BUMN* Surabaya, injecting humor, aesthetic beauty, or narrative storytelling into their MSME catalogs proves to be a highly effective catalyst for driving sales.

3.2.3 The Effect of Credibility on Purchase Intention

It is uniquely interesting to note that the empirical data clearly shows that purchase intention is not significantly impacted by content credibility. This results in the rejection of the third hypothesis. From a theoretical standpoint, credibility undeniably creates a basic, foundational sense of security, but the current findings suggest that it is entirely insufficient to start a commercial transaction on its own. Interestingly, while previous scholars such as Alfianor, (2024); Azza hrra et al. (2025) highlight the strong impact of influencer and source credibility on Generation Z's purchase intentions, our specific findings provide a differing contextual perspective. The data suggests that for semi-governmental public facilitators like *Rumah BUMN*, institutional credibility acts more as a baseline expectation or a "hygiene factor" rather than an active, driving motivator.

Because *Rumah BUMN* Surabaya operates as an established, state-backed institutional entity, consumers naturally retain a strong, underlying presumption that all the curated products offered on the platform are safe, legitimate, and legal. As a result, rather than being the main variable triggering an active desire to purchase, credibility is perceived as a default quality. This fascinating result is closely in line with Septiarini & Karamang, (2023); Sjaifudian et al. (2026) observation that, in the absence of other compelling mediating factors like entertainment or detailed product utility, institutional trustworthiness alone may not have a direct, significant impact on aggressive purchasing interest. Consumers trust the account, but that trust alone does not compel them to open their wallets unless the product is presented in an informative and entertaining manner.

3.2.4 The Simultaneous Effect of Instagram Content Marketing

In evaluating the holistic model, the dimensions of Instagram content marketing function as a highly integrated ecosystem. In general, informativeness and amusement serve as the primary, active catalysts influencing customer attention and transactional interest, while credibility quietly offers the necessary foundation of confidence. The synergistic application of these components guarantees that promotional programs not only assure product authenticity but also actively engage, persuade, and educate the target audience. The precise intersection of highly engaging entertainment mechanics, rigorously informative product details, and underlying social institutional influence shapes robust purchasing behaviors, especially among younger demographic cohorts navigating digital marketplaces Chusnaini et al. (2025). Furthermore, empirical evidence from Cheung et al. (2021), reinforces that integrated social media marketing dimensions jointly foster positive brand attitudes and heightened consumer responsiveness, demonstrating that holistic content strategies yield far greater transactional commitment than isolated marketing efforts. Ultimately, the vast marketing potential provided by social media platforms like Instagram would be entirely negated if the entertainment and educational components were ignored in favor of solely relying upon institutional legitimacy. To maximize conversion rates, MSMEs and government facilitators must adopt a balanced content strategy that equally prioritizes aesthetic engagement and factual clarity.

4. CONCLUSION

This study examined the effect of Instagram content marketing dimensions, consisting of informativeness, entertainment, and credibility, on consumer purchase intention for MSME products promoted through the official Instagram account of *Rumah BUMN* Surabaya. The results indicate that Instagram content marketing simultaneously has a significant effect on consumer purchase intention, explaining 51.1% of the variance in purchase intention. Partially, informativeness and entertainment have positive and significant effects on consumer purchase intention, while credibility does not have a significant effect. The findings indicate that providing relevant and informative product information and presenting promotional content in an entertaining manner are associated with higher consumer purchase intention in the context studied. Meanwhile, the non-significant effect of credibility indicates that its relationship with purchase intention may differ depending on the characteristics of the promotional context and audience. Therefore, the result should not be interpreted as indicating that credibility is unimportant, but rather that credibility did not demonstrate a statistically significant effect within the context and sample examined in this study. The contribution of this study lies in extending empirical research on Instagram content marketing and purchase intention to an institutional MSME facilitation context. Unlike previous studies that have predominantly examined individual brands, individual MSMEs, influencers, or commercial Instagram accounts, this study focuses on an institutional account that promotes products from multiple MSMEs. This provides additional empirical evidence regarding the role of informativeness, entertainment, and credibility in shaping consumer purchase intention within an institutionally facilitated MSME promotion context. From a practical

perspective, the findings provide information for Rumah BUMN Surabaya and MSME actors regarding the development of Instagram promotional content. Content strategies can place greater emphasis on delivering clear and relevant product information while maintaining engaging and entertaining presentation formats. Further research may examine other factors that could explain consumer purchase intention, particularly because 48.9% of its variance remains attributable to factors outside the variables examined in this study.

5. DECLARATIONS

5.1 Author Contributions

Conceptualization: H. F., and R.A.;

Methodology: H. F., and R.A.;

Software: H. F., and R.A.;

Validation: H. F., and R.A.;

Formal Analysis: H. F., and R.A.;

Investigation: H. F.;

Resources: H. F.;

Data Curation: H. F.;

Writing Original Draft Preparation: H. F.;

Writing Review and Editing: H. F.;

Visualization: H. F.;

All authors have read and agreed to the published version of the manuscript.

5.2 Data Availability

The data presented in this study are available on request from the corresponding author.

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5.4 Institutional Review Board Statement

Not applicable.

5.5 Informed Consent Statement

Informed consent was obtained from all respondents prior to completing the questionnaire.

5.6 Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

5.7 Generative AI and AI-assisted Technologies in The Writing Process

The authors used Generative AI to improve the writing clarity of this paper. They reviewed and edited the AI-assisted content and took full responsibility for the final publication.

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