# The Effect of Instagram Engagement to Purchase Intention and Consumers' Luxury Value Perception as the mediator in the Skylounge Restaurant

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**Abstract:-** In the field of tourism, restaurants have become one of the destinations for consumers who love culinary. Certainly, food become a basic need for every human being, the difference is only their lifestyles and tastes. This study concentrated on analysis of the effect of Instagram engagement to purchase intention and the luxury value perception as the mediator in 4 hotels Malang based on Skylounge Restaurant. The design used is quantitative approach with causality design. The questionnaire that measured with Likert scale 5 was the instrument used in data collection. Sample technique of this study was purposive sampling with the total was 130 respondents which conformed to certain specification of this study. Research data were tested by testing instruments, descriptive analysis, classical assumptions, multiple regression analysis, and path analysis. The findings were proven that Instagram engagement had extremely impact and significant to purchase intention through luxury value perception. The indirectly effect delivered greater value on the analysis result than direct effect of Instagram to purchase intention, which means that substantial finding of this current study was luxury value perception variable as useful mediator. The characteristic social media of Instagram such as community was eminent in increasing purchase intention of other consumers to purchase at Skylounge Restaurant. While on the luxury value perception, consumer motives to purchase at the luxury restaurant based on Skylounge were more emphasized on functional value and social value. In the factors that have been involved, afterward consumer would consider them and willing to have a meal at Skylounge Restaurant.

**Keywords:-** *Instagram; Social Media; Luxury Value Perception; Purchase Intention; Skylounge.*

## I. INTRODUCTION

Along with the rapid growth in restaurants and cafes that have sprung up, the number of visitors coming to restaurants is also increasing every year. However, competitiveness between restaurants are also getting higher and more segmented. There are restaurants that targetmiddle-low consumers, likewise restaurants that targetmiddle-up consumers. As several hotels offer their restaurant facilities that are luxurious, unique segmented, increasingly comfortable atmosphere, and prioritizing the interests of consumers in the current era. Although today's consumer desires include 3 things: existence, practical, and economical, yet there are also counted desires of consumers who choose to consume foods that are prestige, usually due to environmental influences that cause lifestyle changes. Various hotels create new tourist attractions, namely the prestigious Skylounge restaurant, luxury, which consumer can have a dinner while relaxing the view that fit to today's consumer desires. Targeted consumer mostly are millennials, because these kinds of people can influence even manipulate others in social media by sharing information quickly.

In Kurniawan & Widyaningsih (2017) research, student respondents had high consumption because they spent most of their money to buy food reach more than Rp.800.000, it summed up that especially among students had luxurious lifestyle needs and could increase from year to year due to environmental changes. This also affects the consumer's intention for purchasing something luxury. For example is eating in a luxury restaurant.

The impact of changes in the industrial revolution and the development of technology at this time make ways to socialize society increasingly changing. Instagram's emergence is one of them, the application that is originally used to share photos, videos that can be accessed throughout the world, but Instagram is renewing its application and more and more unique features are appearing due to changing times and in line with rising human expectations. Instagram becomes a social media that is very influential on people's social lives. Due to the important role of social media in the community, companies use it to market their products on it which will

also provide opportunities for consumers to interact better with companies, this also has more cost effectiveness.

In the tourism, industry is interrelated with lodging services, food and beverage services, such as hotels and restaurants. The purpose of guests who come to the hotel also varies, there are guests who only stay at the hotel to be a place of transitstill there are also guests who come to the hotel only because of the facilities offered. In order to be adaptive to that matter, hotels are competing to offer whatever facilities are the expectations and interests of today's guests such as *Instagrammable* photo spots.

Skylounge Restaurant is one of a food and beverage business field based on the rooftop is its feature, but not all restaurants that claim if they have 'rooftop' can be recognized as aSkylounge Restaurant, because if interpreted based on the term 'rooftop' itself means a roof ridge, this term may not have to referred to the height of building. In contrast to the term Skyloungewhich means the top floor in the tallest building that can be seen city views, or views around the building. Nowadays skyscrapers are then used as restaurants, bars, lounges, and so on. The new term appears a lot from word of mouth, the rooftop of the tallest building that provides drinks and food can be called skylounge, skybar, skygarden, and others who use the term 'sky' to identify them. This uniqueness has been widely applied in various countries same as Indonesia has also applied it in various hotel restaurants, although it is still very rare.

## II. LITERATURE REVIEW

### A. Social Media

With today's digital era, human affairs are easier and more efficient. Many various applications also appear with a variety of different uses each in a handheld smartphone. Like social media, the application or platform used by companies to collect information in the form of text, images, audio, video to consumers or vice versa (Kotler and Keller, 2012).The existence of social media is also one way to interact, collaborate and communicate with each other. Moreover, social media has a two-way and open nature so that users are easy to participate in, create content, and share with each other (Sudarsono, 2014). Moreover, Mathis *et al.*, (2010) suggested that social media consists of electronic communication that allows each individual smoothly and flexible both creator and follower. It is also interpreted as the hybrid between application and technological sophistication that involve conversation, creation, participation, socializing, and openness among users of certain communities (Panahi*et al.*, 2012).

The identification of social media features by Chan-Olmsted *et al.*, (2013) namely: (1) Openness, where social media has no barriers to sharing content, accessing information, and making reviews on websites. This openness also applies to feedback and user participation in comments. (2) Connectedness, if the information on social media is viral can provide ease of connecting with each other, and users in it easily build interpersonal relationships through the internet and can offer connectivity to other users. (3) Conversation, occur on social media are very quickly spread, because it is bi-directional and focuses on feedback as a component of active control, synchronization, and interactivity. (4) Participation, activities that involve users to use social media such as frequent visits and length of use or users who have the opportunity to engage in certain interactions. (5) Community, social media encourages individuals or organizations to form a community that is similar in interest and quickly develops effective relationships between users.

Based on the statistical data of We Are Social (2019), the total number of active social media users in Indonesia reaches 150 million which constitutes 56% of the total population and accessing using mobile devices reaches 130 million which constitutes 48% of the total population. So from that data, active users of social media have reached half of the total population who identify that people are literate about the utility of it. Presence of social media is also very influential on the behavior and life of the people in it, especially for areas that have been reached for communication and information infrastructure. Like the term 'social media' which means a media for social life that makes it easy to connect between individuals to other individuals, share information, content and interact with each other.

### B. Instagram

Instagram is a social media in the form of applications where users can take photos directly and share them with followers of the users concerned and can also be shared to other social sites like Facebook. This is because on April 9, 2012, it was announced that Facebook agreed to take over Instagram, in other words Instagram and Facebook were 1 developer. For designers originally named Kevin and Mike then developed by Facebook. (Wikipedia, 2019)

Uniquely Instagram is the user can choose an image and turn it into a good picture and looks amazing according to the taste of its users. One of the features of the first version of Instagram is to cut photos shared in a square shape so that the results are like the results of Kodak Instamatic and Polaroid cameras. Initially Instagram was launched in 2010 which was only available for iPhone users, but in 2011 the Android version was launched in which its popularity has increased to reach 17.319%. Instagram's growth is a remarkable growth in social media in history (Currid, 2013).

According to the We Are Social Statistics Survey (2019), Instagram users in Indonesia based on the advertised address reached 62 million reachable users, the percentage of age over 13 years was 29%, the growth of instagram advertising reach was more than 5.1%, and was recorded for types gender Instagram user was female the percentage was 49% and the rest male was 51%.

## C. Sense of Luxury

Luxury word commonly takes on daily life that related to certain services, products, and lifestyles. Yet, the concept itself still blurred because the meaning involves in various views from individuals besides depend on experiences and tastes by consumers. Based on Hanzee*et al.*, (2012), luxury is an intangible concept which means it is only determined by individual or general motives and is usually formed due to consumer perception. The word luxury itself is like defining beauty; art applied to functional goods. Like the light of a lamp, which can give an element of luxury in enlightening, luxury items that give more satisfaction and seduce all sense immediately (Kapferer 1997: 253).

Avall (2017) also revealed that explaining the concept of luxury is difficult, because each individual has a different view, what is considered luxury is not necessarily arguably the same as other people's luxury. Luxury can change with time, what is considered luxury today will probably be considered as common in the future as people who once thought that owning a car is considered a luxury, it will still be possible now that he considers it normal. Luxury is considered not included in the need but desires and dreams, so this cannot be obtained easily, if you do not get it, then do not feel special (Kapferer and Bastien, 2012). Furthermore luxury goods provide prizes for their owners which makes consumers buy them to fulfill their psychological and functional needs, and this is also the main factor in differentiating the luxury of these products (Arghavan and Zaichkowsky 2000).

Danziger (2005), said that the luxury of a broader concept is not only from product specifics, but also experience, this luxury is a new dimension which also involves the personal, feelings, and experience of consumers. And this is also reinforced by Okonkwo (2009), who considers about luxury does not refers to a service, an object, a lifestyle, either a product, but it is s personality, a culture and philosophy. In any culture, a person needs to understand the truth about luxury to grasp the industry works and the luxury mindset of consumers today.

## D. Perception of Luxury Value

Luxury value for global context is something that needs to be understood also the reason customers purchase or consume luxury products, their perception about luxury and the value of it so that influence their interest to buy and consider cultural influences. Veblen (1899), said consumers buy costly goods because it will reflect the riches, even for level up in social view. It means social factor is the main motive why they consume luxury stuff. As a result of that opinion, people assume that buying an expensive product to show their wealth and prosperous status. The value of luxury consumptions must linked to the characteristics of luxury label, because consumers' value defines reasons or desires of each person by consume luxury things (Choo *et al.*, 2012).

Consumption of products that are prestige or because of status involves purchasing expensive products to follow their egos (Eastman *et al.*, 1997), this term also applies to represent the value of individuals and similar groups. Hence, consumption of luxury brands that socially oriented and people wish 'to impress the others', the kind of that interest oriented interpersonal is as the strategy of luxury brand marketing management. Deal with that perception, each consumers has their own perception of luxury values in a certain brand, vaue of luxury brand will combine this perception from variant views (Wiedman *et al.*, 2007).

According to Smith and Colgate (2007), proposed some factors that created the strength of consumer value framework; financial value, symbolic value and functional value, hedonic value. After that Matilla (2016) conducted a study and interestingly found that of the four factors that did not occur a lot of significant influence was symbolic value.

This includes adding luxury value to consumer perceptions divided into 4 aspectss according to (Wiedman*et al.*, 2007), namely: (1) Financial value, which involve financial facets such as prices, discounts, sale prices, investments. This is the sacrifice of the form of money that could be exchanged in order to have a certain product. (2) Functional value, consumer-based luxury who highlight the benefits of the products that attach to such as usability, uniqueness, quality, and durability and reliability of the product. (3) Individual value, which concentrates on the consumer's personal view towards luxury goods or indicates individual issues like materialistic, hedonic values, and selfhood values. (4) Social value, which addresses to the advantages that personals gain by buying certain services or products approved by their own surrounding in social, like prestige and attracting value, which can affect the taste and the tendency to purchase luxury goods. Therefore this dimension has a strong social function.

## E. Purchase Intention

According to Swastha (2001), purchase intention is an act of the consumer that underlies a decision to buy an item or service to be performed. In other words, before consumers decide to buy a product and are sure, they discourage it first and evaluate it. Because purchase intention cannot be separated from consumer decisions, which is one of the processes of how consumers make decisions. The opinion of Schiffman and Kanuk (2001), that one's perception of a product will affect the buying interest that exists in the individual. These perceptions contain a positive nature of the product so that it will cause feelings of interest to purchase which will be followed by buying decision behavior. Consumers' purchase intention will appear when they have obtained some convincing information about a particular product or service offered, which after that evaluates, assesses and carries out the purchasing process.

As according to Lucas and Britt (2003), the indicators contained in purchasing intention are: (1) Interest, actions that indicate a feeling of pleasure and interest in a product, (2) Desire, actions that indicate the existence of encouragement or motivation to want to have. (3) Conviction, this action is shown by feeling confident and believe in the quality, benefits, and advantages of the product so it is sure to buy.

Based on the description, the research hypothesis as follows:
H1:    Instagram influences significantly on luxury value perception.
H2:    Luxury value perception significantly influences towards interest of purchase
H3:    Instagram influences significantly on interest of purchase
H4:    Instagram significantly influences on purchase intention through luxury value perception.

## III.    METHODOLOGY

The design used is quantitative with causality design. This kind of current study belongs to a descriptive method that interprets precisely how much impact of independent and dependent variable and is mediated by other variables that have been formulated through a hypothesis. All the consumers who have purchased one or more of the 4 Skylounge Restaurant locations in Malang was the population; they are who have eaten at Skyroom (101 OJ Hotel), After5ve Lounge (Savana Hotel), Skybar (Maxone Hotel), D'Toengkoe Sky FirePlace (Balava Hotel). The sample was taken by 130 respondents with a purposive sampling technique, based on the following criteria: (1) Respondents who have an Instagram account, (2) Respondents who have visited to eat one or more of the 4 Skylounge Restaurants in Malang (3) Respondents the age of 15-30 years. The research variables described in the table 1.

| Variable | Indicator | Analysis |
|---|---|---|
| Instagram | Statement measuring with 5characteristics of social media: participation, conversationality, connectedness, community, openness (Chan-Olmsted *et al.,* 2013) | Each statement, respondents selected between 5 options by Likert Scale under the condition: Strongly Agree, Agree; Neutral; Disagree; Strongly disagree; |
| Luxury Value Perception | Statement measuring with 4 dimensions value perception of consumers' luxury: functional, financial, social and individual (Wiedman*et al.,* 2007) | |
| Purchase Intention | Statement measuring with 3 purchase intention process: interest, desire, conviction (Lucas and Britt, 2003) | |

Table 1:- Research Variable
*Source: Result of the research (2020)*

Refer to effectiveness and efficiency in collection of data, the research was taken in 2 ways, through online (Google Forms) where respondents can fill out questionnaires online anytime, anywhere via mobile devices and through distributing questionnaires directly to respondents at the research locations that will be given about 10 minutes to fill out. Data analysis technique used was by testing instruments, descriptive analysis, classical assumptions, multiple regression analysis, and path analysis.

## IV.    RESULT AND DISCUSSION

*A. Result*
The questionnaires were distributed online and offline and were filtered after obtaining a total of 130 respondents according to the sample criteria of this study. All respondents' description such as by gender, age, occupation, and income per month can be seen in Appendix 1. Most of respondents dominated by female (67%), most of respondents' age were range 20-25 years old (65%), while in the occupation almost spread evenly but the highest was college students (37%) as well as monthly income which results are almost equal but the greatest value was more than Rp. 4.000.000 (38%).

Before testing the effect of each variable studied, validity and reliability test have been done on those indicators used respectively. Validity and reliability test results showed on the Table 2 and 3 that all indicators and variables were significant (p-value < 0.05) and Cronbach Alpha value > 0.6 which means that the variables and indicators studied are reliable and valid to use.

| Variabel | Item | r count | r table | Sig | Meaning |
|---|---|---|---|---|---|
| Instagram (X) | X1.1 | 0.414 | 0.1710 | 0.000 | Valid |
| | X1.2 | 0.227 | 0.1710 | 0.010 | Valid |
| | X1.3 | 0.356 | 0.1710 | 0.000 | Valid |
| | X1.4 | 0.506 | 0.1710 | 0.000 | Valid |
| | X1.5 | 0.624 | 0.1710 | 0.000 | Valid |
| | X1.6 | 0.685 | 0.1710 | 0.000 | Valid |
| | X1.7 | 0.465 | 0.1710 | 0.000 | Valid |
| | X1.8 | 0.685 | 0.1710 | 0.000 | Valid |
| | X1.9 | 0.506 | 0.1710 | 0.000 | Valid |
| | X1.10 | 0.384 | 0.1710 | 0.000 | Valid |
| Luxury Value Perception (Y1) | Y1.1.1 | 0.177 | 0.1710 | 0.044 | Valid |
| | Y1.1.2 | 0.898 | 0.1710 | 0.000 | Valid |
| | Y1.2.1 | 0.901 | 0.1710 | 0.000 | Valid |
| | Y1.2.2 | 0.697 | 0.1710 | 0.000 | Valid |
| | Y1.2.3 | 0.697 | 0.1710 | 0.000 | Valid |
| | Y1.3.1 | 0.901 | 0.1710 | 0.000 | Valid |
| | Y1.3.2 | 0.901 | 0.1710 | 0.000 | Valid |
| | Y1.4.1 | 0.901 | 0.1710 | 0.000 | Valid |
| | Y1.4.2 | 0.697 | 0.1710 | 0.000 | Valid |
| Purchase Intention (Y2) | Y2.1.1 | 0.863 | 0.1710 | 0.000 | Valid |
| | Y2.1.2 | 0.745 | 0.1710 | 0.000 | Valid |
| | Y2.2.1 | 0.580 | 0.1710 | 0.000 | Valid |
| | Y2.2.2 | 0.411 | 0.1710 | 0.000 | Valid |
| | Y2.3.1 | 0.616 | 0.1710 | 0.000 | Valid |
| | Y2.3.2 | 0.863 | 0.1710 | 0.000 | Valid |

Table 2:- Validity Result of Variables

| Variable | Reliability coefficient | Meaning |
|---|---|---|
| Instagram(X) | 0.624 | Reliable |
| Luxury Value Perception (Y1) | 0.911 | Reliable |
| Intention to Purchase (Y2) | 0.752 | Reliable |

Table 3:- Reliability Result of Variables
*Source: Result of the research (2020)*

➢ *Regression Analysis*

• *Causal Correlation X and Y1*
The causal correlation between Instagram (X) to Luxury Value Perception (Y1) described in table 4 below:

| Independent Variable | B | Beta | T$_{Count}$ | Sig |
|---|---|---|---|---|
| Instagram | 0.642 | 0.593 | 8.326 | 0.000 |
| Konstanta | 13.788 | | | |
| Dependent Variable | *Luxury Value Perception* | | | |
| R | 0.593 | | | |
| R2 | 0.351 | | | |
| R2 Adjusted | 0.346 | | | |
| F$_{count}$ | 69.317 | | | |
| Probability | 0.000 | | | |
| e1= √ (1-0.351) = 0.805 Line equation: Y1 = 0.593 X + e1 | | | | |

Table 4:- Result of Regression between Instagram to Luxury Value Perception
*Source: Result of the research (2020)*

From the analysis results obtained $F_{count}$ = 69.317 with have significant value = 0.000 < 0.05 that shows model can explain the causal correlation between Instagram (X) to Luxury Value Perception (Y1). The result of partially tested (t test) the affect of variables can be between Instagram (X) to Luxury Value Perception (Y1) that is obtained $t_{count}$ = 8.326 with significant value = 0.000 < 0.05 that shows it can be said that the causal relationship between X and Y1 is significant. From these results it proved the hypothesis (H1)

that declared Instagram influences significantly on luxury value perception.

- *Causal Correlation X, Y1 and Y1*
  The causal correlation between Instagram (X) and Luxury Value Perception (Y1) to Purchase Intention (Y2) described in table down:

| Independent Variable | B | Beta | $T_{Count}$ | Sig |
|---|---|---|---|---|
| *Instagram* | 0.076 | 0.107 | 2.507 | 0.013 |
| *Luxury Value Perception* | 0.560 | 0.854 | 19.975 | 0.000 |
| Konstanta | 1.392 | | | |
| Dependent Variable | *Purchase Intention* | | | |
| R | 0.922 | | | |
| R2 | 0.849 | | | |
| R2 Adjusted | 0.847 | | | |
| $F_{count}$ | 358.139 | | | |
| Probability | 0.000 | | | |
| e2= √ (1-0.849) = 0.388 Line equation: Y2 = 0.107 X + 0.854 Y1 + e2 | | | | |

Table 5:- Regression Result between Instagram and Luxury Value Perception to Purcahse Intention
Source: Result of the research (2020)

From the analysis results obtained $F_{count}$ value = 358,139 with have significant value = 0,000 < 0.05 that shows the model can explain the causal relationship between Instagram (X) and Luxury Value Perception (Y1) to Purchase Intention (Y2).

For t-test results that partially test the significance of each variable can be described as follows:
✓ The causal correlation Perception of Luxury Value (Y1) to Interest of Purchasing (Y2), the analysis result obtained $t_{count}$ = 19,975 with have significant value = 0,000 <0.05 that shows it can be said that the causal relationship between Y1 and Y2 is significant. From this, it shows that the hypothesis (H2) which states that Luxury Value Perception has a significant effect on purchase intention.
✓ The causal correlation between Instagram(X) and Purchase Intention (Y2), the analysis results obtained $t_{count}$ = 2.507 with a significance value of 0.013 <0.05 which means it can be said that the causal relationship between X and Y2 is significant. From this result, it shows that the hypothesis (H3) which states that Instagram has a significant effect on purchase intention.

➢ *Path Analysis*
  Model has been described previously, then will be carried out the reconstruction of the causal correlation path between variables with one another. The result analysis of path construction is depicted in Figure 1.
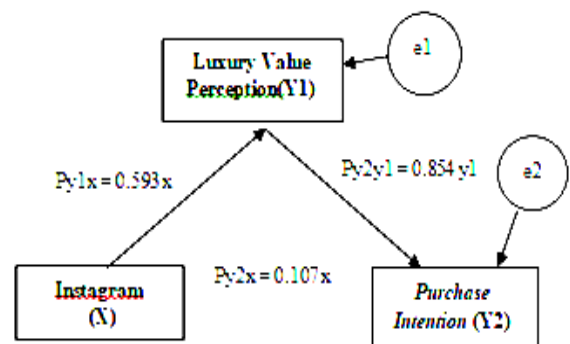


Fig 1:- Path Analysis Model Results
*Source: Result of the research (2020)*

In Figure 1. We can look at the figure of direct and indirect effect apiece. Next is comparing direct and indirect effects of the path that is by multiplying the results of the path coefficient on each path that has been made, the results of the highest multiplication value is the best path that can be used, and will also be calculated the total effect obtained through the sum of the results of the multiplication, the following are the magnitude of direct, indirect, and total effects that can be calculated:

- Instagram (X) to interest of purchase (Y2), the results of the path coefficient for direct effect Py2x = 0.107 x
- Instagram (X) to interest of purchase (Y2) through luxury value perception (Y1), the results of the path coefficient for indirect effect Py1x X Py2y1 = 0.593 x 0.854 = 0.506
- The total effect given from Instagram (X) to interest of purchase (Y2) is the result of the coefficient of direct effect plus the results of the indirect effect coefficient: 0.107 + 0.506 = 0.613

| Variable | Direct Effects | | Indirect Effect | Total Effect |
|---|---|---|---|---|
| | Y1 | Y2 | | |
| X | 0.593 | 0.107 | 0.506 | 0.613 |
| Y1 | | 0.854 | | |

Table 6:- Direct, Indirect, and Total Effects
*Source: Result of the research (2020)*

Based on the test of direct and indirect effects in the above table, it can be seen that Instagram (X) to interest of purchase (Y2) has a beta coefficient 0.107, while Instagram's indirect effect (X) to interest of purchase (Y2) through perception of luxury value (Y1), which is equal to 0.506. Thus Instagram possess a greater indirect effect than the direct effect, namely through the existence of Luxury Value Perception. The results of this analysis show and support the hypothesis (H4) which states that Instagram significantly influences Purchase Intention through Luxury Value Perception.

*B. Discussion*

The description on this research shows Instagram variable respondents tend to choose neutral and almost come to agree. The main contribution in the Instagram variable is on community indicators that can interact with people with similar interests or with consumers who have been to Skylounge Restaurant. Then for the results of the Luxury Value Perception variable shows that respondents tend to choose to agree. The main contribution in the Luxury Value Perception variable is to functional indicators which Skylounge Restaurant generally provides good and attentive service, then to social indicators, that dining at a luxury restaurant based on Skylounge can show who I am. Next the Purchase Intention variable results proved that respondents tend to choose to agree. The main contribution in the Purchase Intention variable is the indicator of desire which before deciding to eat at Skylounge Restaurant, they have considered it.

Hypothesis test firstly in this study shows Instagram variable turns out to be significant and positive influence to perception of luxury value variable. The existence of luxury perceptions from consumers occurs because of interactions, views, and motivations of a luxury value itself on social media. It implies that the use of social media Instagram longer will more possible to create their luxury value perception. This is also in line with by Godey & Cho (2018), which proves that continuous use of social media (long time spent on social media) will manipulate interdependent self-construal which gives effect to the perception of luxury value the same between luxury and functional values is individual. Then it also reinforces the research conducted by Cho *et al.,* (2019) which proves that using in long time on social media will place the highest score on social value compared to functional, while for users who do not prioritize functional luxury.

Hypothesis test secondly shows perception of luxury value variable significantly, positively impacts interest of purchase variable. This hypothesis has been agreed by Matilla (2016), which has investigated that consumer purchase intentions in luxury restaurants are mainly influenced by their luxury value from hedonic (individual), after that financial and functional followed. However, this research symbolic (social) value is not influenced much. In contrast to the research of Magetsari & Pratomo (2019), which proves that there is a positive influence on hedonic values, financial and social influences, but does not have a positive effect on functional and symbolic values of buying interest in luxury restaurants. Perceptions of the luxury value of each individual are different, and their main priority in consuming luxury depends on the perception of their respective values, interestingness that always arises and which most influences their interest in consuming luxury restaurants in this study and before is because the influence of financial and social value.

Hypothesis test thirdly shows Instagram variable significantly and positively influences the Purchase Intention variable. On the consumption related to luxury is also proven in Avall's research (2017) that social media involvement will impress the consumers' sense so that promote their interest to purchase these luxury brands. This is also related to Lin's research (2018), which revealed that the jealousy between users that occurred on social media will motivate other consumers to buy goods that they distribute even more especially in luxury brands. On the characteristics of Instagram social media such as participation, conversationality, connectedness, community, and openness that have become indicators in this study that can increase consumer interest in buying a luxury brand or luxury thing such as a luxury restaurant based on Skylounge.

Last hypothesis test shows Instagram had a great impact on interest of purchasing through luxury value perception, this hypothesis is proven from the results path analysis which show indirect way is greater on interest of purchasing compared to direct way of the existence of Luxury Value Perception, which meaning that consumer purchase intentions will increase and be better than the influence of Instagram social media mediated by Luxury Value Perception on luxury restaurants based on Skylounge. In this case, means that the presence of Instagram social media facilities will increase consumer purchase intentions for luxury restaurants based on Skylounge and the emergence of luxury value perceptions from each consumer will bridge this in order to further increase their interest, desire and conviction to purchase at Skylounge Restaurant.

## V. CONCLUSION

Referring to the purpose on this study, test each variable's influence can be concluded that severally dependent and independent have a significant effect variable, which means that Instagram has the potential to create consumers' luxury value perception, consumers' perception about luxury will form to value so that increase their buying interest in luxury restaurants based on Skylounge, Instag ram as an appropriate means of creating consumer interest to eat at luxury restaurants based on Skylounge. The main contribution of this research is Instagram possess significant impact on interest of purchase through perception of luxury value because this indirect way is more valuable than the direct way. It means that Luxury Value Perception variable is very useful as a mediator and bridges the consumer buying interest in Skylounge Restaurant in using Instagram.

From Instagram, the result of the description value that still tends to be neutral is a statement that can share ideas or opinions with other consumers about the facilities offered by Skylounge Restaurant. This means the need for the restaurant to provide promotional programs or advertisements on social media Instagram or on other social media that may be viral and such as Facebook, Tiktok, Blogs and so on so that information, or facilities offered at the restaurant more people who know and can be a popular place of interest or instagrammable photo spots, especially in accordance with the desires and interests of middle-up consumers. To influence the price offered for a class of luxury restaurants, it is still classified as very expensive, so there are still consumers who discouraged. In this case the restaurant can provide discounts, promos or vouchers to promote consumers' interest coming to have a meal at Skylounge Restaurant.

Furthermore, to win the competition in the existing hotel competition, creativity and innovation in the hotel are needed and this requires a spirit of entrepreneurship from the hotel manager (Hidayatullah, Firdiansjah, Patalo, & Waris, 2019). with entrepreneurial marketing new innovations will emerge that make a difference and become the flagship of each hotel and are expected to attract additional visitors not only those who are already working but also millennials who basically like something new (Hidayatullah, Rachmawati, Aristanto, Waris, & Patalo, 2020)

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