The Influence of Social Media Instagram @Coummuterline on Sales of Multi Trip Cards (KMT) at PT. Indonesian Commuterline Train

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ARTICLE INFO

ABSTRACT

Instagram social media can be used by all levels of society to carry out daily activities, one of which is marketing activities, one of which is marketing activities. By using Instagram as a promotional strategy you can increase sales and interest in products without spending a lot of money and effort. Apart from that, promoting products on Instagram can make it easier for consumers to buy and find information about the products offered. This research method uses a quantitative method a questionnaire via Google from. The population in this study was 322,000 Instagram followers @commuterline. The number of samples for this research was the total Instagram population using the Slovin formula, so that a sample of 100 respondents was obtained. The results of the research show that the determinant coefficient test (R2) value of R square is 0.604. This value shows that the effectiveness of Instagram media is influenced by 60.4% of sales variables. So it can be concluded that Instagram social media has an influence on sales effectiveness of 60.4% and the remaining 39.6% is influenced by other factors.

1. INTRODUCTION

Rapid The development of information and communication technology has made consumers use technology to meet their daily needs. This can be seen from several consumers using technological facilities to fulfill their information needs. One of the technological and communication facilities is the internet, the internet is a forum for information that is easy to use by everyone. Through internet features, many consumers can easily access all websites and other media. With the development of increasingly sophisticated technology, the internet now makes all consumer activities easier, one of which is promoting a product.

According to Nielsen research, internet users in Indonesia have now reached**76.7% in the third quarter of 2022**. This achievement increased from the third quarter of 2019 which was 55.1%.
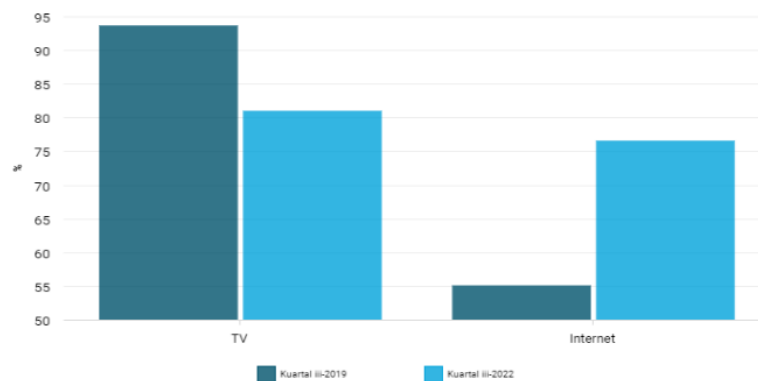

Figure 1. Graph of Number of Internet Users in Indonesia (2019-2022)
Source: Katadata.com

The convenience of the internet can be felt by all levels of society to carry out their daily

activities, including marketing activities, where social media can be used as a forum to promote or market a product being offered. Instagram social media can be used by all levels of society to carry out various activities or daily activities, one of which is marketing activities. Instagram can be used as a facility to market or promote products widely.

Currently, many companies use Instagram as a means to promote the products or services they offer without spending a lot of money and effort. According to research by Nunik Et Al (2009:3) social media marketing is an interactive marketing communication activity between companies and customers and vice versa to create sales of products and services from the company. *Instagram is* a social media platform that has many users. Based on data by Napoleon Cat, there were 97.38 million Instagram users recorded in Indonesia as of October 2022, compared to only 91.01 million users a year ago, this number has increased by 7%.
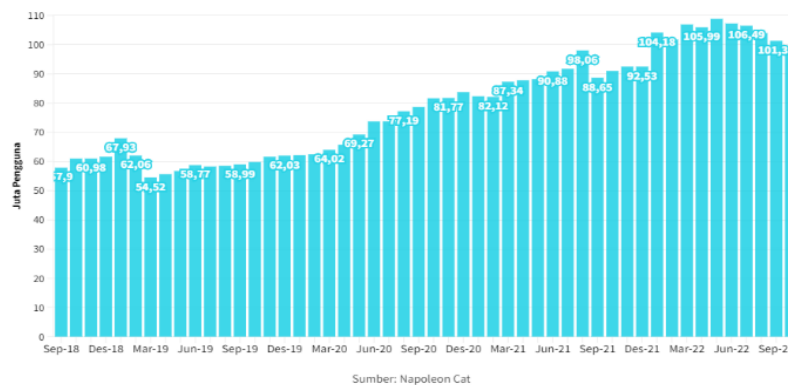

Figure 2. Graph of Number of Instagram Users in Indonesia (2022)
Source: Napoleon Cat

Instagram provide opportunities for business people and companies to provide information with consumers regarding the products or services offered. By utilizing Instagram as a promotional strategy you can increase sales and interest in products without spending a lot of money and effort. Apart from that, promoting products on Instagram can make it easier for consumers to buy and find information about the products offered.

Marketing and sales activities are one of the important things that must be done by business people. Marketing and sales activities aim to achieve the expected and profitable sales targets to achieve profits for the company (Togodly, 2018).

Sales is one of the marketing functions that is very important and decisive for companies in achieving company goals, namely earning profits to maintain the company's survival. In fact, the definition of sales is very broad, several experts have stated the definition of sales, including that it is an activity aimed at finding buyers, influencing and providing guidance so that buyers can adapt their needs to the products offered and enter into agreements regarding prices that are profitable for both parties (Moekijat, 2000: 488).

Amidst the large number of Instagram users in Indonesia, PT. Indonesian Commuterline Train has an official Instagram account, namely @Commuterline. In 2008 PT. Kereta Commuterline Indonesia formed a limited liability company to replace the Jabodetabek Urban Transport Division. This formation was based on Presidential Instruction Number 5 of 2008 and the Letter of the Minister of State for State-Owned Enterprises on 12 August 2008. PT. Kereta Commuterline Indonesia only officially became a limited liability company after having a deed of establishment on September 15 2008. On April 1 2022, PT. The Indonesian Commuterline Train took over the operations of local and commuter trains which were previously managed by Operation Area II Bandung and Operation Area VIII Surabaya. With changes to the signaling system at Manggarai Station, there will be changes to the Lin Cikarang and Lin Central routes. On May 28 2022, route changes will be implemented via Cikarang-Tanah Abang-Cikarang and Cikarang-Kampung Bandan-Cikarang and a branch to Nambo Station, however the Central route between Bogor and Jakarta Kota on the main line, Tanggerang, Tanjung Priok and Rangkasbitung will not experience any changes. As technology develops, train

stations and carriages are increasingly crowded due to the large number of users on public transportation. Apart from that, commuter train users have currently reached 700,000 - 850,000 people/day.

Figure 3. Graph of Monthly Commuter Train Users
Source: PT. Indonesian Commuterline Train

Because it is getting busier, users want information to be obtained quickly and informatively. Instagram account @Commuterline, PT. Indonesian Commuterline Train provides complete messages or information regarding train routes, train types and various other information in the account. PT. Kereta Commuterline Indonesia manages the Instagram account @commuterline as an information and marketing medium regarding commuters and the products being marketed. Currently the Instagram account @commuterline has 322 thousand followers and 1,408 posts. With a relatively large number of followers, PT. Indonesian Commuterline trains can connect with followers. PT. Kereta Commuterline Indonesia actively provides interesting content for followers, so followers can see the information provided and can also find out about the products that are being promoted.

Products promoted by PT. The Indonesian Commuterline Train is a Multi Trip Card (KMT). The Multi Trip Card (KMT) can function as a tool for purchasing commuterline tickets as a means of accessing the destination station. By promoting on the @Commuterline account, followers can see the products being marketed and followers can buy these products at the station or the official PT Tokopedia account. Indonesian Commuterline Train.

In conducting this research PT. Indonesian Commuterline trains use advertising which is carried out in several places, namely at stations. Apart from that, PT. Kereta Commuterline Indonesia carries out Digital Marketing on a number of social media, namely on Instagram and Facebook. Thus, the author is interested in conducting research with the title "The Influence of Instagram @commuterline Social Media on Multi Trip Card (KMT) Sales at PT. Indonesian Commuterline Train" The impact of social media on sales has been widely discussed by previous researchers. For example, Stephen, A. T. (2016) found that social media can strengthen brand awareness and influence purchasing decisions through shared content and social interaction. Consumers also use social media to look for reviews and recommendations before making a purchase. Similarly, David, F. R. & David, F. R. (2018) discovered that companies using planned and consistent social media marketing strategies witnessed an increase in sales and customer loyalty. Other researchers such as Paryani, S. S. (2019), Tarasova, Y., & Gremy, C. B. (2020 and Cook, K. N., & Lee, M. S. (2021) also found a significant positive influence between social media marketing and sales.

In the context of PT. Indonesian Commuterline Train, there is a lack of research on the influence of Instagram on Multi Trip Card (KMT) sales for last 10 years. Previous research focused on using Instagram for improved communication with customers rather than its effect on sales that we can see on Pertiaz, S. O., & Sunaryo, S. P. (2023).
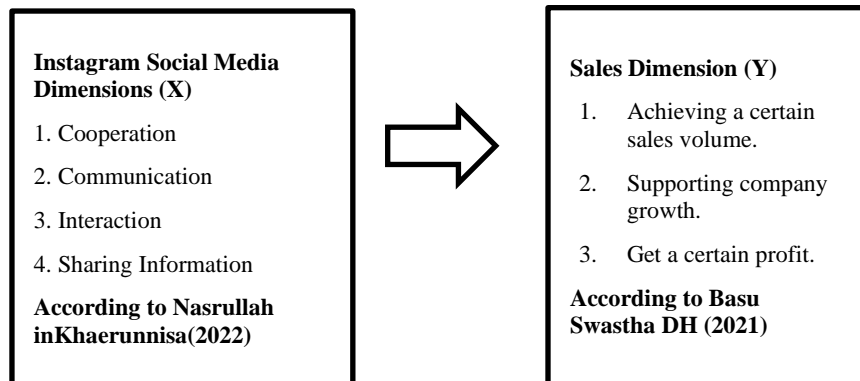
Following the Paragraph above, for this study, the hypothesis is as follows:

a. H0: There is no influence from Instagram @commuterline on Multi Trip Card (KMT) sales at PT. Indonesian Commuterline Train.

b. H1: There is an influence from Instagram @commuterline on Multi Trip Card (KMT) sales at PT. Indonesian Commuterline Train.

The relationships between variables in this research will be explained through the theoretical framework in Figure 1.4.

Theoretical Framework

Instagram Social Media Dimensions (X)	**Sales Dimension (Y)**
1. Cooperation	1. Achieving a certain sales volume.
2. Communication	2. Supporting company growth.
3. Interaction	3. Get a certain profit.
4. Sharing Information	
According to Nasrullah inKhaerunnisa(2022)	**According to Basu Swastha DH (2021)**

Source: Berger & Sikora (1994:40)

2. METHOD

Research Approach

The following is an approach and the type used in this research is a quantitative approach. Quantitative quantitative research to determine how to search, collect, process and analyze research data. According to Arikunto in (Khaerunnisa, 2022), quantitative research is a research approach that requires a lot of use of numbers, starting from data collection, interpretation of the data, and the appearance of the results. This approach is called positivism because it is based on the philosophy of positivism.

Sampling Methode

The population in this study was 322,000 Instagram followers @commuterline. The number of samples for this research was the total Instagram population using the Slovin formula, so that a sample of 100 respondents was obtained.The sampling method that used in this research is Accidental Sampling. Tha Accidental sampling, also known as convenience sampling or grab sampling, is a non-probability sampling technique where researchers choose participants based on convenience. This means that researchers select participants who are easily accessible or available at the time of the study. For example, a researcher may choose to survey students in a particular class because they are readily available.(Sugiono 2015)

Data collection technique

There are 2 techniques for collecting research data, namely: primary data and secondary data

1. Primary Data

   Primary data is data obtained directly from respondents at the research location. Primary data was obtained through a questionnaire. People directly become consumers when purchasing Multi Trip Cards (KMT).

   a. **Questionnaire**

   Researchers collect data by submitting statements that have been prepared by researchers based on theory and literature related to Instagram and Sales which will be filled in by respondents. The type of measure used is the Likert Scale.

b. Interview

According to Sugiyono (2016:317) interviews are used as a data collection technique to find problems that must be researched and also if researchers want to know things from respondents in more depth.

c. Observation

According to Marshall (in Sugiyono 2016; 310) states that, "through observation, the researcher learns behavior and the meaning attached to that behavior". Through observation, researchers learn about behavior, and the meaning of that behavior.

2. Secondary Data

Secondary data is data obtained from various sources. In this research, secondary data comes from data. Secondary data is data obtained from various sources. In this research, secondary data comes from data.

Data Analysis Techniques

In a study analyzing data using quantitative analysis techniques.

1. Validity Test

The validity test is used to measure whether a questionnaire is valid or not. If a questionnaire is considered valid, then the questions in the questionnaire tend to reveal what the questionnaire is intended to measure. This validity test uses Pearson correlation by calculating the correlation between the values obtained from the questions. The data obtained is valid, so the significance value of the Pearson Correlation obtained is smaller than 0.05 (Ghozali) in (Khaerunnisa, 2022).

2. Reliability Test

The reliability test is used to measure the consistency between observation results and instruments used at different times, in other words reliability refers to an indicator being consistent with the reliability of the information contained in the indicator. The technique used to measure the reliability of this observation is Cronbach's Alpha, by comparing the alpha value with a certain standard if (Ghozali) in (Khaerunnisa, 2022).

1) *Cronbach's Alpha*> 0.6 then the observation instrument is declared reliable.

2) *Cronbach's Alpha*< 0.6 then the observation instrument is not reliable.

3. Descriptive Analysis of Variables

Based on statistical calculations to answer existing questions, this quantitative analysis is a hypothesis test to determine the influence of Instagram social media on sales. This questionnaire is used to collect data in research to determine the validity and reliability required for measuring instruments. The following analysis is used:

Table 1. Questionnaire Rating Scale – Likert

Rating Scale	Weight
Strongly disagree	1
Don't agree	2
Don't agree	3
Agree	4
Strongly agree	5

The average value above needs to be interpreted against five criteria using an interval scale (J Supranto, 2000: 65), which is stated as follows: interval period = highest value -1 number of alternative answers. Highest interval 5- lowest interval 1/5 = 4/5 = 0.80. The criteria interval is 0.80 so from these provisions, it is known that the interpretation criteria are:

a. If the value is between 1.00 – 1.80, it means the criteria are very bad
b. If the value is between 1.81 – 2.60, it means the criteria are not good

c. If the value is between 2.61 – 3.40, it means the criteria are quite good
d. If the value is between 3.41 – 4.20, it means the criteria are good
e. If the score is between 4.21 – 5.00, it means the criteria are very good

This research was carried out by collecting, compiling and tabulating data then analyzing it using the Sanford Labovitz formula which was translated by Bakri Siregar (2000:69) as follows:

$$M = \frac{\sum f\,(x)}{n}$$

Information:
M = Interpretation number obtained
f= Answer Frequency
x = Weighting (value scale)
n = Total Number of Answers

4. Normality Test

The aim of the normality test is to find out whether the data distribution follows or approaches a normal distribution (Situmorang et al) in (Khaerunnisa, 2022). This test determines whether the dependent variable and independent variables in the regression model fulfill a normal distribution, which can be seen in the Histogram graph and normal PP Plot graph. Data distribution must be normal or close to normal to meet the assumption of normality.

5. Hypothesis Testing

a. Determinant Coefficient (R2)

Determinant Coefficient (R2) to measure how much the model is able to explain the dependent variable. The Determinant Coefficient (R2) measures the model's ability to explain the dependent variable. If R2 gets bigger (approaching one), then it can be said that the independent variable (X), namely Instagram social media, has an effect on the dependent variable (Y), namely sales. This means that the model used becomes stronger in explaining the influence of the independent variables studied on the dependent variable. If R2 is getting smaller (approaching zero), then it can be said that the independent variable (X), namely Instagram social media, has a smaller influence on the dependent variable (Y), namely sales. This means that the model used is not sufficient to explain the influence of the independent variable studied on the dependent variable.

b. Simple Linear Regression

The simple linear regression analysis method used by researchers is to determine the linear relationship between the independent variable(X) and the dependent variable (Y). This analysis is carried out to determine whether the direction of the relationship between the independent variable and the dependent variable is positive or negative, and to predict the value of the dependent variable when the value of the independent variable increases or decreases. The data used is usually in the form of an interval or ratio scale. The simple linear regression formula is as follows:

Y = a + bX

Information:

Y = Sales
a = Constant
b = Regression coefficient
X = Instagram social media

6. T Test (Partial Test)

The t-test (t-test) carries out a partial test of the regression coefficient, namely to determine the partial significance of the influence of the independent variable on the dependent variable by assuming that the other independent variables are considered constant. According to Sugiyono in (Khaerunnisa, 2022), using the formula:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

t = Distribution of t
r = Partial correlation coefficient
r2 = Coefficient of determination
n = Number of data

The results of the t-test calculation are then compared with the t-table using an error rate of 0.05. The criteria used are as follows:

a. H0 is accepted if the tcount ≤ ttable or the sig > α value

b. H1 is rejected if the value of tcount ≥ ttable or the value of sig > α

If H0 is accepted then it can be concluded that the effect is not significant, and if H0 is rejected it means the effect is significant. This statistical hypothesis tester is designed to test whether there is an influence between the independent variable (X), namely Instagram social media, on sales (Y), and the hypothesis in this research is: Ha : $\beta \neq 0$: there is a significant influence.

3. RESULTS

Results

1. Respondent Profile

Based on Chapter 3, it is known that this research uses a population of 322,000 Multi Trip Card (KMT) users, and researchers have carried out calculations using the Slovin formula which has been calculated by 100 respondents. The following is data from 100 respondents used in this research:

Table 2. Respondent Profile

Gender	Amount	Percentage
Woman	46	46%
Man	54	54%
Amount	**100**	**100%**

Age	Amount	Percentage
18-25	80	80%
26-35	9	9%
36-47	11	11%
Amount	**100**	**100%**

Gender	Amount	Percentage
Woman	**46**	**46%**
Man	**54**	**54%**
Amount	**100**	**100%**

User	Amount	Percentage
Individual users who purchased a Multi Trip Card (KMT)	100	100%
Amount	100	100%

Source: Data Processed by Researchers 2023

Based on the data above, the profile data on respondents who have filled out the researcher's questionnaire. Starting from the female gender, there were 46 respondents (46%) while there were 54 male respondents (54%). With a variety of ages, researchers grouped them based on the age of the respondents, aged 18-25 as many as 80 respondents (80%), aged 26-35 as many as 9 respondents (9%), aged 36-47 as many as 11 respondents (11%). The respondents had various types of work, 44 respondents (44%) were students, 1 respondent was an employee (1%), 4 respondents were civil servants (4%), 31 respondents were private employees (31%), 5 respondents were entrepreneurs. (5%), and others as many as 15 respondents (15%). Commuterline Train (KRL) users who have used Multi Trip Cards (KMT) with a total of 100 respondents (100%).

2. Test Requirements Analysis (Classic Assumptions)

   a. Normality Test

   The aim of the normality test is to find out whether the data distribution follows or approaches a normal distribution (Situmorang et al, 2010:91) in (Afni, 2022). Test whether the dependent variable and independent variables in the regression model fulfill a normal distribution, which can be seen from the histogram graph and normal PP Plot graph. Data distribution must be normal or close to normal to meet the assumption of normality.
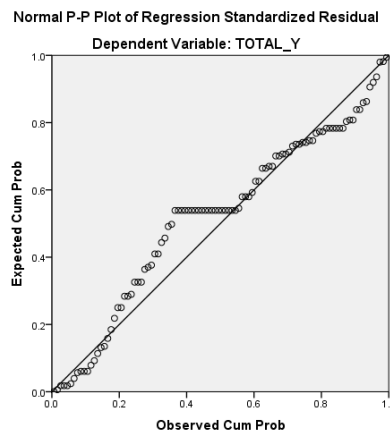

Figure 4. Normality Test Results

   It can be seen from the data above, the points scattered along the line are distributed along the diagonal. This proves that the residual value is normal.

3. Analysis of Interpretation Numbers

   a. Variable Recapitulation Results

   The calculation of the results of the recapitulation of the Instagram Social Media variable was carried out by measuring the indicators in each statement made by the respondent. The following are the results of respondents regarding the Instagram variable:

Table 3. Instagram @Commuterline is very influential in purchasing Multi Trip Card (KMT) products

Category	Frequency (F)	Weight (X)	Percent	FX	$\sum$
Strongly Disagree	1	1	1	1	$M \dfrac{\sum f\,(x)}{n}$
Don't agree	1	2	1	2	
Disagree	10	3	10	30	
Agree	69	4	69	276	404/100
Strongly agree	19	5	19	95	= 4.04
Total	**100**		**100**	**404**	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 1 respondent (1%) stating "strongly disagree", 1 respondent (1%) stating "disagree", 10 respondents (10%) stating "disagree" , 69 respondents (69%) stated "'agree", 19 respondents

(19%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 4.04 which is categorized as "good".

Table 4. Instagram Admin @Commuterline Provides Clear Information Through Feeds, Reels and Insta Stories

Category	Frequency (F)	Weight (X)	Percent	FX	∑
Strongly Disagree	0	1	0	0	$M \frac{\sum f(x)}{n}$
Don't agree	0	2	0	0	
Disagree	4	3	4	12	426/100
Agree	66	4	66	264	= 4.26
Strongly agree	30	5	30	150	
Total	**100**		**100**	**426**	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 0 respondents (0%) stating "strongly disagree", 0 respondents (0%) stating "disagree", 4 respondents (4%) stating "disagree" , 66 respondents (66%) stated "agree", 30 respondents (30%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 4.26 which is categorized as "very good".

Table 5. I feel that the @Commuterline Instagram Admin provides interaction via Insta Story and the comments column

Category	Frequency (F)	Weight (X)	Percent	FX	∑
Strongly Disagree	0	1	0	0	$M \frac{\sum f(x)}{n}$
Don't agree	0	2	0	0	
Disagree	10	3	10	30	409/100
Agree	71	4	71	284	= 4.09
Strongly agree	19	5	19	95	
Total	**100**		**100**	**409**	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 0 respondents (0%) stating "strongly disagree", 0 respondents (0%) stating "disagree", 10 respondents (10%) stating "disagree" , 71 respondents (71%) stated "'agree", 19 respondents (19%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 4.09 which is categorized as "good".

Table 6. I'm Interested in Buying a Multi Trip Card (KMT) After Seeing @Commuterline's Instagram Post

Category	Frequency (F)	Weight (X)	Percent	FX	∑
Strongly Disagree	0	1	0	0	$M \frac{\sum f(x)}{n}$
Don't agree	5	2	5	10	
Disagree	8	3	8	24	
Agree	59	4	59	236	410/100
Strongly agree	28	5	28	140	= 4.10
Total	**100**		**100**	**410**	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 0 respondents (0%) stating "strongly disagree", 5 respondents (5%) stating "disagree", 8 respondents (8%) stating "do not agree" , 59 respondents (59%) stated "'agree", 28 respondents (28%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 4.10 which is categorized as "good".

Table 7. Iprovide positive comments to Instagram @Commuterline after purchasing a Multi Trip Card (KMT)

Category	Frequency (F)	Weight (X)	Percent	FX	$\sum$
Strongly Disagree	2	1	2	2	$M\dfrac{\sum f\ (x)}{n}$
Don't agree	6	2	6	12	
Disagree	7	3	7	21	394/100 = 3.94
Agree	66	4	66	264	
Strongly agree	19	5	19	95	
Total	**100**		**100**	**394**	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 2 respondents (2%) stating "strongly disagree", 6 respondents (6%) stating "disagree", 7 respondents (7%) stating "disagree" , 66 respondents (66%) stated "'agree", 19 respondents (19%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 3.94 which is categorized as "good".

Table 8. I bought a multi trip card (KMT) more than once after seeing posts on Instagram @Commuterline

Category	Frequency (F)	Weight (X)	Percent	FX	$\sum$
Strongly Disagree	1	1	1	1	$M\dfrac{\sum f\ (x)}{n}$
Don't agree	8	2	8	16	
Disagree	20	3	20	60	378/100 = 3.78
Agree	54	4	54	216	
Strongly agree	17	5	17	85	
Total	**100**		**100**	**378**	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 1 respondent (1%) stating "strongly disagree", 8 respondents (8%) stating "disagree", 20 respondents (20%) stating "disagree" , 54 respondents (54%) stated "'agree", 17 respondents (17%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 3.78 which is categorized as "good".

Table 9. Instagram Admin @Commuterline Provides Clear Information Through Feeds, Reels and Insta Stories

Category	Frequency (F)	Weight (X)	Percent	FX	$\sum$
Strongly Disagree	0	1	0	0	$M\dfrac{\sum f\ (x)}{n}$
Don't agree	0	2	0	0	
Disagree	6	3	6	18	421/100 = 4.21
Agree	67	4	67	268	
Strongly agree	27	5	27	135	
Total	**100**		**100**	**421**	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 0 respondents (0%) stating "strongly disagree", 0 respondents (0%) stating

"disagree", 6 respondents (6%) stating "disagree" , 67 respondents (67%) stated '"agree", 27 respondents (27%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 4.21 which is categorized as "very good".

Table 10. I bought a multi trip card (KMT) more than once after seeing posts on Instagram @Commuterline

Category	Frequency (F)	Weight (X)	Percent	FX	∑
Strongly Disagree	1	1	1	1	$M \dfrac{\sum f(x)}{n}$
Don't agree	0	2	0	0	
Disagree	2	3	2	6	425/100
Agree	67	4	67	268	= 4.25
Strongly agree	30	5	30	150	
Total	**100**		**100**	**425**	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 1 respondent (1%) stating "strongly disagree", 0 respondents (0%) stating "disagree", 2 respondents (2%) stating "do not agree" , 67 respondents (67%) stated "agree", 30 respondents (30%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 4.25 which is categorized as "very good".

Table 11. Recapitulation of Average Instagram Variable Scores

No.	Indicator	Mark	Interpretation
1.	Instagram @Commuterline very influence on product purchases Multi Trip Card (KMT)	4.04	Good
2.	Instagram admin @Commuterline provide clear information via Feeds, Reels, and Insta Story	4.20	Very good
3.	I feel like an Instagram admin @Commuterline provides interaction via Insta Story or column comment.	4.09	Good
4.	I am interested in buying a Multi Card Trip (KMT) after seeing the post Instagram @Commuterline	4.10	Good
5.	I gave positive comments to instagram @Commuterline after make a purchase of a Multi Trip Card (KMT)	3.94	Good
6.	I bought a Multi Trip Card (KMT) more than once after viewing posts on Instagram @Commuterline	3.78	Good
7.	Instagram admin @Commuterline provide clear information via feeds, reels and Insta Story.	4.21	Very good
8.	Instagram admin @Commuterline provide education through posts photos in feeds, reels and Insta Story	4.25	Very good
	Total	4.08	Good

Based on the table above, the results of the recapitulation of respondents' responses to the "Social Media Instagram" variable are on the average scale of "good" with a score of 4.08.
The following are the results of the sales variable recapitulation which was carried out by measuring the indicators in each statement made by the respondents.

Table 12. I Bought a Multi Trip Card (KMT) More Than Once

Category	Frequency (F)	Weight (X)	Percent	FX	∑
Strongly Disagree	2	1	2	2	$M\dfrac{\sum f\,(x)}{n}$
Don't agree	11	2	11	22	
Disagree	29	3	29	87	355/100
Agree	46	4	46	184	= 3.55
Strongly agree	12	5	12	60	
Total	**100**		**100**	**355**	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 2 respondents (2%) stating "strongly disagree", 11 respondents (11%) stating "disagree", 29 respondents (29%) stating "disagree" , 46 respondents (46%) stated "'agree", 12 respondents (12%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 3.55 which is categorized as "good".

Table 13. I Always Use a Multi Trip Card (KMT) When Using Indonesian

Commuterline Train Transportation (KAI)

Category	Frequency (F)	Weight (X)	Percent	FX	∑
Strongly Disagree	2	1	2	2	$M\dfrac{\sum f\,(x)}{n}$
Don't agree	9	2	9	18	
Disagree	11	3	11	33	
Agree	58	4	58	232	385/100
Strongly agree	20	5	20	100	= 3.85
Total	**100**		**100**	**385**	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 2 respondents (2%) stating "strongly disagree", 9 respondents (9%) stating "disagree", 11 respondents (11%) stating "disagree" , 58 respondents (58%) stated "'agree", 20 respondents (20%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 3.85 which is categorized as "good".

Table 14. Advertising messages that appear always attract consumer attention

Category	Frequency (F)	Weight (X)	Percent	FX	
Strongly Disagree	0	1	0	0	$M\dfrac{\sum f\,(x)}{n}$
Don't agree	1	2	1	2	
Disagree	16	3	16	48	
Agree	61	4	61	244	404/100
Strongly agree	22	5	22	110	= 4.04
Total	**100**		**100**	**404**	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 0 respondents (0%) stating "strongly disagree", 1 respondent (1%) stating "disagree", 16 respondents (16%) stating "disagree" , 61 respondents (61%) stated "'agree", 22 respondents (22%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 4.04 which is categorized as "good".

Table 15. Always Provide Good Service to Consumers

Category	Frequency (F)	Weight (X)	Percent	FX	
Strongly Disagree	0		0	0	$M\dfrac{\Sigma f\,(x)}{n}$
Don't agree	0		0	0	
Disagree	6		6	18	
Agree	64		64	256	424/100
Strongly agree	30		30	150	= 4.24
otal	00		100	424	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 0 respondents (0%) stating "strongly disagree", 0 respondents (0%) stating "disagree", 6 respondents (6%) stating "disagree" , 64 respondents (64%) stated '"agree", 30 respondents (30%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 4.24 which is categorized as "very good".

Table 16. Prices are very affordable so they meet consumer expectations

Category	Frequency (F)	Weight (X)	Percent	FX	
Strongly Disagree	0	1	0	0	$M\dfrac{\Sigma f\,(x)}{n}$
Don't agree	0	2	0	0	
Disagree	1	3	1	3	
Agree	63	4	63	252	435/100
Strongly agree	36	5	36	180	= 4.35
otal	100		100	435	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 0 respondents (0%) stating "strongly disagree", 0 respondents (0%) stating "disagree", 1 respondent (1%) stating "do not agree" , 63 respondents (63%) stated '"agree", 36 respondents (36%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 4.35 which is categorized as "very good".

Table 17. Promoted news and images can always be trusted

Category	Frequency (F)	Weight (X)	Percent	X	
Strongly Disagree	0	1	0	0	$M\dfrac{\Sigma f\,(x)}{n}$
Don't agree	2	2	2	4	
Disagree	4	3	4	12	
Agree	64	4	64	256	422/100
Strongly agree	30	5	30	150	= 4.22
Total	100		100	422	

Source: Processed Questionnaire Data, 2023

Based on the table data above, it can be seen that the responses of 100 respondents can be described as 0 respondents (0%) stating "strongly disagree", 2 respondents (2%) stating "disagree", 4 respondents (4%) stating "do not agree" , 64 respondents (64%) stated "agree", 30 respondents (30%) stated "strongly agree". From the results, the mean or average prediction score from the data above is 4.22 which is categorized as "very good".

Table 18. Recapitulation of Average Sales Variable Scores

o.	Indicator	Mark	Interpretation
1.	I Bought a Multi Trip Card (KMT) More Than Once	3.55	Good
2.	I Always Use a Multi Trip Card (KMT) When Using Indonesian Commuterline Train Transportation (KAI)	3.85	Good

3.	The advertising messages that appear always attract consumers' attention	**4.04**	**Good**
4.	Always Provide Good Service to Consumers	**4.24**	**Very good**
5.	Prices are very affordable so they meet consumer expectations	**4.35**	**Very good**
6.	The news and images promoted can always be trusted	**4.22**	**Very good**
	Total	**4.04**	**Good**

Based on the table above, the results of the recapitulation of respondents' responses to the "Sales" variable are on the average scale of "good" with a score of 4.04.

4. Hypothesis Testing

   a. *Determinant coefficient (R2)*

   The determinant coefficient (R2) is the square of the correlation coefficient which will show the comparison of the dependent variable, namely sales (Y), which can be explained by the independent variable, namely social media Instagram (X).

Table 19. Determinant Coefficient Test Results (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.777a	,604	,600	1,821	,604	149,613	1	98	,000

a. Predictors: (Constant), TOTAL_X

Source: Data processed using SPSS 22

Based on the table above it can be seen:
R = 0.777
R2 = 0.604 x 100% = 60.4%
From the results above, the independent variable, namely Instagram social media, has an influence on the dependent variable, namely sales, by 60.4%.

   b. *Simple Linear Regression Analysis*

   Simple linear regression analysis was carried out to determine the prediction of the magnitude of the relationship between the independent variable, namely Instagram social media (X) and the dependent variable, namely sales (Y).

Table 20. Simple Linear Regression Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,813	1,597		3,014	,003
	TOTAL_X	,594	,049	,777	12,232	,000

a. Dependent Variable: TOTAL_Y
Source: Data processed using SPSS 22

Based on the output coefficients, the hypothesis will be partially proven, the resulting beta effect, and the formation of the regression equation. The linear regression equation in this research can be formed from the results of the coefficients in the Standardized Coefficients column, which are

as follows:

$$Y = a+bX$$
$$Y = 4.813 + 0.594X$$

a = 4.813 which means variable X (Social Media Instagram) has a value of 0 (none) then variable Y (Sales) has a value of 4.813.

b = 0.594, which means that for every 1% increase in variable X (Instagram Social Media), the increase in variable Y (Sales) is 0.594 with a constant of 4.813 and vice versa.

c. Partial Test (T Test)

This simultaneous test (T test) is carried out to determine whether there is an influence between the independent variable and the dependent variable. In this research hypothesis, the researcher suspects that variable (X), namely Instagram Social Media, influences variable (Y), namely Sales. The following are the results of hypothesis testing which can be presented in the table below:

Table 21 T Test Results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,813	1,597		3,014	,003
	TOTAL_X	,594	,049	,777	12,232	,000

a. Dependent Variable: TOTAL_Y

Source: Data processed using SPSS 22

The T test has a formula

a = 5% or 0.05

Basic Concepts

If the value of Tcount > Ttable then variable x has an effect on variable Y
If the value of Tcount < Ttable then variable x has no effect on variable Y

The formula for finding Ttable=(a/2 : nk-1)

Ttable = 0.05/2 : 100-1-1
T table = 0.025 : 98
Ttable = 1.984

Based on the calculation results, it can be concluded that the t test has an effect because the value of Tcount > Ttable or 12.232 > 1.984 so H0 is rejected and H1 is accepted. So it can be concluded that variable (X), namely Instagram social media, has an influence on variable (Y), namely sales.

4. DISCUSSION

The Based on the results of the calculations above, the researcher can prove that there is an influence of variable (X), namely Instagram Social Media, on variable (Y), namely Sales. This can be seen from the calculations of the SPSS program, the data of which was obtained from 100 respondents who filled out the questionnaire. With several tests of the data obtained by researchers, there are summary data results from variable (X), namely Instagram Social Media which has an average score of 4.08 and is in the good category, but there are 2 indicators that are still below the average overall, including:

1. Statement indicator "I gave positive comments to instagram @Commuterline after make a purchase of a Multi Trip Card (KMT)" (3.94).
2. The statement indicator "I purchased a Multi Trip Card (KMT) more than once after viewing posts on Instagram@Commuterline" (3.78).

This shows that Instagram @Commuterline needs to be further improved in the content created

because there are still several indicators that are still below average.

In the variable (Y), sales have an average indicator score of 4.04 and are in the good category, but there are 2 indicators that are still below the overall average, including:

1. Indicator of the statement "I Purchased a Multi Trip Card (KMT) More Than Once" (3.55).
2. Indicator of the statement "I Always Use a Multi Trip Card (KMT) When Using Indonesian Commuterline Train Transportation (KAI)" (3.85).

This shows that PT. Commuterline Indonesia must be more creative in making card designs so that there will be more sales of Multi Trip Cards (KMT).Apart from that, researchers carried out other tests such as hypothesis testing which consisted of the determinant coefficient test (R2), simple linear test and t test. The results of the tests above were carried out to find out how much influence the variable (X), namely Instagram Social Media, has on the variable (Y), namely Sales, from the results of the research and hypothesis testing, it shows that the T test has an effect and the T value is 12.232 > T table 1.984 with 0.000 < 0.05 so H1 is accepted and H0 is rejected. So it can be concluded that variable (X) Instagram Social Media has an influence on variable (Y), namely Sales.

Next, the researcher carried out a determinant coefficient test which was used to determine the ability of the independent (free) variable, namely Instagram Social Media, in explaining the dependent (dependent) variable, namely sales.

Instagram Social Media according to Nasrullah (2015) in khaerunnisa, (2023) which consists of Collaboration, Communication, Interaction and Information Sharing which has an influence of 0.604 or 60.4% on sales according to Basu Swastha DH (2021) which consists of Achieving sales volume certain, Supporting company growth, Obtaining certain profits, while the remaining amount is 0.396 or 39.6 which is explained by other variables apart from the independent and dependent variables carried out by researchers. From the results above, it can be concluded that the independent variable can explain the dependent variable, in other words the Instagram Social Media variable can be explained by the Sales variable.

Considering the significant impact of the Instagram account belonging to @commuterline on the sales of multi-trip tickets at PT. "Indonesian Commuterline Train", it is advisable for the management of PT. "Indonesian Commuterline Train" to enhance the quality of the account. This should primarily focus on improving the content quality to stimulate positive comments from viewers. Additionally, for the multi-trip card itself, it would be beneficial for PT. "Indonesian Commuterline Train" to enhance the design and image quality to facilitate easier marketing on Instagram and other social media platforms.

5. CONCLUSSION and SUGGESTIONS

Based on the results of the research that has been carried out, this research is entitled "The Influence of Instagram @commuterline Social Media on Multi Trip Card (KMT) Sales at PT. "Indonesian Commuterline Train" can conclude that: There is an influence of variable.

SUGGESTION

1. In the Social Media variable, Instagram has an average result of 4.08, but there are 2 indicators that are still below the overall average, including:I gave positive comments to instagram @Commuterline after make a purchase of a Multi Trip Card (KMT) (3.94), and I bought a Multi Trip Card (KMT) more than once after viewing posts on Instagram @Commuterline (3.78). From the average value above, it can be concluded that the Instagram social media admin @commuterline is making further improvements in terms of content creation to attract the attention of the audience to increase sales.

2. The sales variable has an average result of 4.04, but there are 2 indicators that are still below the overall average, including:I Bought a Multi Trip Card (KMT) More Than Once" (3.55) and I Always Use a Multi Trip Card (KMT) When Using Indonesian Commuterline Train Transportation (KAI) (3.85). From the average value above, it can be concluded that KAI transportation users not only use Multi Trip Cards (KMT) but use other cards

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