

THE INFLUENCE OF VISUAL AND AUDIOVISUAL INTERACTION OF INSTAGRAM CONTENT ON VISITORS' INTEREST IN KUPIE THAMRIN CULINARY CAFE

Ayunda Safitri¹, Fatia Amanda², Willy Cahyadi³, Cici Puspaningrum⁴

STIE Bina Karya Digital Business^{1,2,3,4}

Corresponding Email: 18064as@gmail.com¹, fatihahamanda173@gmail.com², cahyadi.bk24@gmail.com³,
cicipuspaningrum@gmail.com⁴

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Abstract

This study aims to analyze the effect of visual and audiovisual interaction of Instagram content on visitor interest in Kuliner Kupie Thamrin Cafe. Using a quantitative approach, data was collected through questionnaires from 96 respondents who had interacted with the cafe's Instagram content. Outer Model Analysis was carried out to analyze the validity and reliability of the instrument and Inner Model Analysis was carried out to analyze the structural model and then hypothesis testing and simultaneous tests were carried out. The results showed that audiovisual interaction significantly influenced visitor interest but there was no significant influence between visual interaction and visitor interest. However, simultaneously visual and audiovisual variables have a significant effect on visitor interest with a calculated F value of 59.042 which is greater than Ftable (3.09) at $\alpha = 0.05$.

Keywords: *Café; Instagram; Visual; Audiovisual; Visiting Interest*

INTRODUCTION

The development of digital technology, particularly social media, has transformed the way businesses interact with consumers. Instagram, as one of the most popular social media platforms, has become a primary tool for businesses, including cafes, to promote their products and services. Visual content (images, designs) and audiovisual content (reels, stories) are key elements in attracting consumer attention. According to Statista (2023), more than 90% of Instagram users interact with visual content, and 60% of them report being influenced by it in their purchasing decisions. This phenomenon demonstrates that Instagram content serves not only as a promotional tool but also as a medium for building emotional connections with consumers. Cafe Kuliner Kupie Thamrin (KKT) utilizes Instagram as a marketing tool. It serves 100 to 250 customers daily on weekdays and 300 to 450 customers on weekends. It is one of the cafes in Tebing Tinggi City that has managed to survive amidst the onslaught of numerous cafes and coffee shops in the city. This is supported by data from the Central Statistics Agency (BPS) (2025) for Tebing Tinggi City in 2024, which indicates that the city experienced economic growth in the food and beverage sector, including cafes, food stalls, and accommodations, of 6.41% compared to the previous year.

Most cafes and food stalls in Tebing Tinggi City have not yet maximized the potential of digital marketing strategies. However, digital marketing management, utilizing visual and audiovisual interactions on Instagram content, can significantly increase sales (Syahbannuddin, 2024). Another study by Zhu Z et al. (2023) showed that short videos (reels) are more effective in attracting young consumers than static images. However, a preliminary survey of 96 visitors to the Jolotundo Glamping & Edu Park cafe showed no significant effect on visitors after viewing visual and audiovisual interactions on Instagram content (Chairul Anisa et al., 2024). The diverse relationships between visual and audiovisual content, and visitor purchase intention, is the objective of this study. This study was conducted to examine the influence of visual content on purchase intention, audiovisual content on purchase intention, and how visual and audiovisual content can influence consumer purchase intention. These specific objectives provide valuable implications for understanding how visual and audiovisual content, within the context of Instagram, can influence consumer purchase intention. This research can also serve as a benchmark for implementing marketing strategies in the digital world.

LITERATURE REVIEW

Visitor Interest

Visitor interest refers to a person's desire or drive to visit a place, whether it be a tourist attraction, gallery, exhibition, or specific digital platform. According to Maulizatul Umami and Widiati (2025), visitor interest can be increased through the use of social media such as Instagram, which can optimally display the visual appeal of a destination. Trifani (2023) also stated that visitor interest is a key factor contributing to visitor satisfaction, particularly in the context of a staycation experience. Furthermore, a study from ResearchGate (2024) confirmed that the use of audiovisual media can stimulate audience interest by simultaneously activating visual and auditory perception. This suggests that visitor interest is formed from a combination of visual perception, experiential expectations, and information stimuli received through specific media.

Visual Interaction

Visual interaction is a form of active visitor engagement with visual elements displayed in a medium or environment, whether physical or digital. According to Shang (2024), in the context of virtual tourism, visual interaction encompasses aesthetic appeal and the user's focus on immersive visual displays, which can build a more immersive experience. Ayshwarya et al. (2020) added that user preference for multimodal visual interactions, such as the use of touch and voice, reflects the importance of freedom of expression in visual interface-based environments. Even in practices such as video mapping highlighted by digital community users (Reddit, 2023), visual interaction plays a crucial role in creating engaging and memorable experiences for visitors. Thus, visual interaction is not only related to the visual display itself, but also to how users respond and actively engage with it

Audiovisual Content

Audiovisual content is a form of information presentation that combines visual elements (images, videos, animations) and audio (sound, music, narration) to create more effective and engaging communication. Sadiman et al. (2018) explain that audiovisual media is a tool that facilitates understanding by engaging two senses simultaneously, namely sight and hearing. Arsyad (2014) and Utami (2013) also emphasize that audiovisual content can enrich the learning experience and improve information retention, because the dual stimuli provided can strengthen cognitive processes. In addition, recent research in ResearchGate (2024) shows that the effective use of audiovisual content can increase the engagement of students and visitors, due to its dynamic, contextual, and engaging nature. Therefore, audiovisual content is highly relevant in visual-based communication and education strategies, especially in the context of tourism, education, and digital marketing.

METHOD

A quantitative research method with an explanatory survey approach is appropriate for examining the influence of visual and audiovisual interactions on Instagram content on visitor interest at the Kupie Thamrin Culinary Cafe. This method was chosen because it is relevant to the research problem formulation, which aims to measure the objective relationship between the independent variable (visual and audiovisual interactions) and the dependent variable (visitor interest). The instrument used was an online questionnaire in the form of an Instagram poll to answer the research questions. The population in this study consisted of KKT Café customers, whose number was unknown. Therefore, the Cochran formula was used to determine the sample size, resulting in a sample size of 96. The sampling technique used to reach the sample was purposive sampling, where respondents were selected based on specific criteria, namely having viewed at least one piece of visual content (photos) and one piece of audiovisual content (reels/IGTV) on the café's Instagram. This technique is relevant to the research problem formulation because it ensures that respondents have direct experience with the research object (Isaac, 2023), thus the resulting data can reflect the true relationship between Instagram content interactions and visitor interest.

Data analysis was conducted in stages to answer the research problem formulation. First, an analysis of the validity and reliability of the instrument was conducted using a measurement model (outer model) through convergent validity and discriminant validity tests, as well as calculations of AVE, Cronbach Alpha, and Composite Reliability. This analysis ensures that each indicator is valid and reliable in measuring the visual, audiovisual, and visitor interest constructs. Next, a structural model analysis (inner model) was conducted to examine the relationship between these variables. Furthermore, hypothesis testing was carried out through direct

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influence with a partial t-test using the bootstrapping technique in SmartPLS 3.0. In addition, a simultaneous test using the F test was conducted to determine the significance of the influence of visual and audiovisual together on visitor interest. (Ghozali & Latan, 2015)

RESULTS AND DISCUSSION

RESULTS

Outer Model Testing

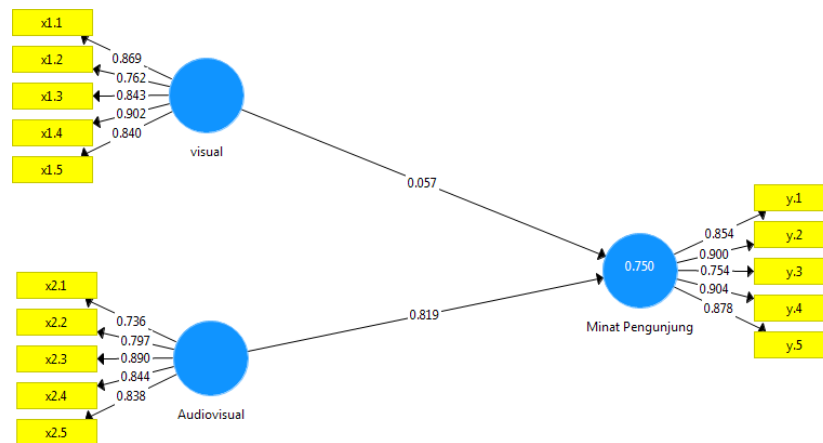


Figure 1 Outer Model

1. Validity Test

a. Convergent Validity

In this study, a loading factor of 0.7 was used with algorithm calculations in Smart PLS 3.0. The following results of testing the convergent validity measurement model using the loading factor can be seen in Table 1.

Table 1
Validity Test Results Using Loading Factors

| | Visual Interaction | Audiovisual Content | Visitor Interest |
|------|--------------------|---------------------|------------------|
| x1.1 | 0.869 | | |
| x1.2 | 0.762 | | |
| x1.3 | 0.843 | | |
| x1.4 | 0.902 | | |
| x1.5 | 0.840 | | |
| x2.1 | | 0.736 | |
| x2.2 | | 0.797 | |
| x2.3 | | 0.890 | |
| x2.4 | | 0.844 | |
| x2.5 | | 0.838 | |
| y.1 | | | 0.854 |
| y.2 | | | 0.900 |
| y.3 | | | 0.754 |
| y.4 | | | 0.904 |
| y.5 | | | 0.878 |

Based on Table 1 above, it can be seen that all loading factor values have exceeded the 0.7 limit, thus

concluding that each indicator in this study is valid. Therefore, these indicators can be used to measure research variables.

b. Discriminant Validity

The following results of testing the discriminant validity measurement model using cross loading can be seen in Table 2:

Table 2
Cross Loading Values

| | Visual Interaction | Audiovisual Content | Visitor Interest |
|------|--------------------|---------------------|------------------|
| x1.1 | 0.869 | 0.642 | 0.556 |
| x1.2 | 0.762 | 0.585 | 0.553 |
| x1.3 | 0.843 | 0.731 | 0.552 |
| x1.4 | 0.902 | 0.743 | 0.664 |
| x1.5 | 0.840 | 0.721 | 0.701 |
| x2.1 | 0.631 | 0.736 | 0.635 |
| x2.2 | 0.696 | 0.797 | 0.559 |
| x2.3 | 0.687 | 0.890 | 0.812 |
| x2.4 | 0.697 | 0.844 | 0.716 |
| x2.5 | 0.654 | 0.838 | 0.790 |
| y.1 | 0.628 | 0.755 | 0.854 |
| y.2 | 0.714 | 0.768 | 0.900 |
| y.3 | 0.534 | 0.676 | 0.754 |
| y.4 | 0.666 | 0.751 | 0.904 |
| y.5 | 0.562 | 0.767 | 0.878 |

Based on Table 2 above, it can be seen that all cross-loading values for each of the targeted indicators have a higher correlation with each of their respective variables compared to other variables. It can be concluded that the above indicators are generally valid.

2. Reliability Test

An instrument can be considered reliable if its Average Variance Extracted value is greater than 0.5, Cronbach's Alpha value is greater than 0.6, and Composite Reliability value is greater than 0.7. The following table shows the results of the reliability calculations using Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability:

Table 3
Calculation of AVE, Cronbach's Alpha, and Composite Reliability

| | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|----------------------------|------------------|-------|-----------------------|----------------------------------|
| Audiovisual Content | 0.880 | 0.893 | 0.913 | 0.677 |
| Visitor Interest | 0.911 | 0.914 | 0.934 | 0.739 |
| Visual Interaction | 0.899 | 0.907 | 0.925 | 0.713 |

Based on Table 3 above, it can be seen that the Cronbach Alpha value of the visual interaction variable is

0.902, the audiovisual content variable is 0.831, and the visitor interest variable is 0.835. From the calculation results above, it can be seen that all indicators are reliable in measuring their latent variables.

Inner Model Testing

The inner model evaluation can be seen from several indicators, including the coefficient of determination (R²), Predictive Relevance (Q²), and Goodness of Fit Index (GoF) (Hussein, 2015). The structural model results displayed by Smart PLS 3.0 in this study are as follows:

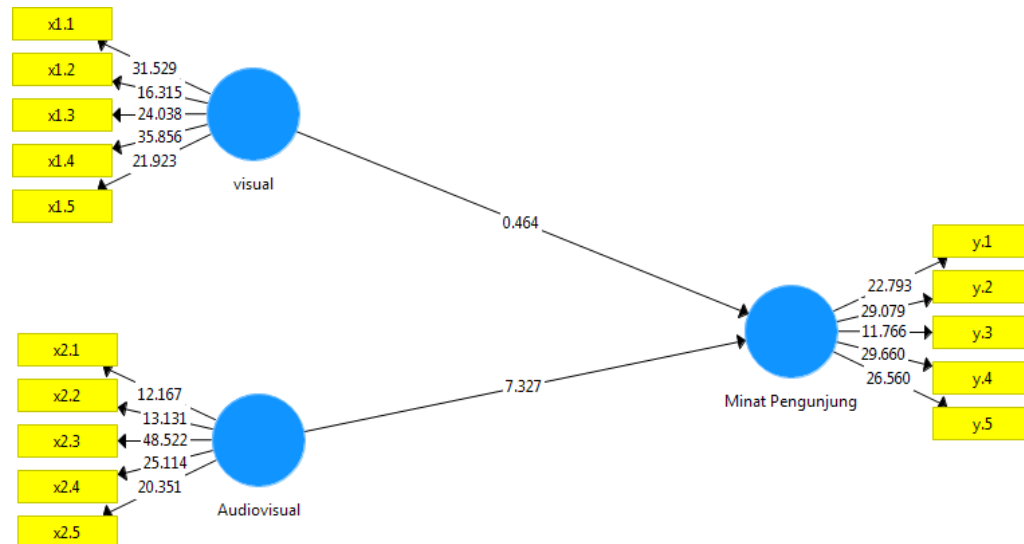


Figure 2. Inner Model

R² Results

Evaluating a model using PLS begins by examining the adjusted R-square for each dependent latent variable. The results of the r² calculation in this study are as follows:

Table 4 Correlation Values

| | R Square | R Square Adjusted |
|------------------|----------|-------------------|
| Visitor Interest | 0.750 | 0.745 |

Based on the calculation results using bootstrapping in Table 4. above, it is known that the r² value of the visitor interest variable is 0.745, which means that visitor interest is influenced by visual and audiovisual by 74.5% or in other words, the contribution of visual and audiovisual is 74.5% while the remaining 25.5% is the contribution of other variables not discussed in this study such as cafe aesthetics, service and others.

Hypothesis Testing

1. T-Test (Partial)

Direct influence testing is used to explain hypotheses 1 and 2 through path coefficients. The path coefficient value can be seen through the t-statistic value which must be above the t-table, namely 1.96, which means there is an influence of the exogenous variable on the endogenous variable in each predetermined hypothesis. A t-statistic value ≥ 1.960 or a probability value \leq level of significance ($\alpha = 5\%$), has the conclusion that the hypothesis is accepted, namely there is a significant influence between the variables tested. Table 5 can be seen the results of direct hypothesis testing with bootstrapping in Smart PLS 3.0 software. Below will be explained the explanation of each hypothesis in this study.

**Tabel 6
Hasil Path Coeficients**

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| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|---------------------|-----------------|----------------------------|--------------------------|----------|
| Audiovisual Content -> Visitor Interest | 0.819 | 0.800 | 0.112 | 7.327 | 0.000 |
| Visual Interaction -> Visitor Interest | 0.057 | 0.082 | 0.124 | 0.464 | 0.643 |

Based on Table 6, the test results for each hypothesis are as follows:

a. Visual Interaction on Visitor Interest

Based on the test results in Table 6, the t-statistic for the relationship between visuals and visitor interest is 0.464 with a sig. 0.643. The test results indicate that the t-statistic is <1.96 and the sig. 0.643 is greater than the level of significance ($\alpha = 5\%$). This indicates that visual interaction has no effect on visitor interest, thus rejecting Hypothesis 1.

b. Audiovisual Content on Visitor Interest

Based on the test results in Table 6, the t-statistic for the relationship between audiovisual content and visitor interest is 7.327 with a sig. 0.000. The test results indicate a t-statistic ≥ 1.96 and a sig. \leq level of significance ($\alpha = 5\%$). This indicates that audiovisual content influences visitor interest, thus accepting Hypothesis 2.

2. F Test (Simultaneous)

The test conducted was a b parameter test (correlation test) using the F-statistic test. To test the effect of independent variables simultaneously on the dependent variable, the F-test was used.

$$F_h = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$$

Description :

F : F test value

r^2 : Multiple correlation coefficient that has been proposed

k : Number of independent variables

n : Number of respondents

$$F_h = \frac{0,745^2 / 2}{(1 - 0,745^2) / (96 - 2 - 1)}$$

$$F_h = \frac{0,2775}{0,0047}$$

$$F_h = 59,042$$

From the manual calculation results, the F count value was obtained as 59.042. With $\alpha = 5\%$, dk numerator: k, dk denominator: n-k-1 (5%; 2; 93) the F table value was obtained as 3.09. From the description, it can be seen that F count (59.042) > F table (3.09), so it can be concluded that the third hypothesis is accepted, meaning that visual and audiovisual content interactions have a simultaneous effect on visitor interest.

DISCUSSION

1. Visual Interaction Does Not Affect Visitor Interest

Based on the research results, visual interaction does not significantly influence visitor interest. This can be explained by referring to the literature, which states that although visual content such as product photos, attractive feed designs, and interactive content like quizzes and games on social media can increase

engagement (Al Haq & Patria, 2022; Roghibah & Ro'is Abidin, 2023), their impact on visit intention is not necessarily immediate. This may be because not all visual elements generate an emotional connection or stimulus strong enough to drive a visit decision, unlike purchase intention. Xie et al. (2023) even showed that the effect of visuals on purchase intention depends on consumer type. Promotion-focused consumers are more influenced by highly aesthetic displays, while cautious consumers prefer visuals that appear professional and credible. This suggests that perceptions of visual content are strongly influenced by audience characteristics, and in the context of visit intention, other factors such as convenience, recommendations, and direct experience may be more dominant. Furthermore, Tong et al. (2022) warn that overly complex visuals can actually create cognitive overload, disrupt perception, and reduce overall appeal. Therefore, while visual content theoretically has the potential to influence emotions and perceptions, in practice, these effects don't always translate into intention to visit if they aren't designed appropriately and align with audience expectations.

2. Audiovisual Content Influences Visitor Interest

Audiovisual content has a significant influence on visitor engagement. This aligns with the findings of Li et al. (2023), which show that the sensory experience in audiovisual content, such as complementary sound and images, can build empathy, emotional closeness, and motivation to take action, including making a visit or purchase.

Sokolova et al. (2024) state that audiovisual content, such as cooking videos hosted by influencers, can create a powerful vicarious experience, strengthening the parasocial relationship between viewers and content creators. This relationship fosters trust and emotional closeness, which are essential foundations for building engagement.

Furthermore, Vazquez et al. (2023a) emphasize the importance of elements such as image quality, personal narrative, and musical tempo in creating vividness or a vivid mental imagery. The more vivid the experience created by audiovisual content, the stronger the audience's perception of social presence, which ultimately drives engagement and further engagement, including visits. This shows that audiovisual content is not only informative and engaging, but also capable of building deeper emotional bonds, which is an important factor in driving visitor interest.

3. Visual and Audiovisual Content Interaction Simultaneously Influences Visitor Interest

Based on the results of this study, it was found that visual interaction and audiovisual content simultaneously have a significant influence on visitor interest. Although individually, visual interaction does not show a significant effect, when combined with audiovisual elements, the two form a unified stimulus that strengthens the appeal and creates a more comprehensive experience for the audience.

These findings suggest that integrating engaging visual displays—such as feed layouts, product photos, and interactive elements—with audio elements like music, narration, and background sound can create a stronger emotional impact. This aligns with the Stimulus-Organism-Response (S-O-R) approach, where the combination of visual and audio stimuli can enhance visual comfort, elicit emotional arousal, and shape positive perceptions of a place or product (Tong et al., 2022).

In the context of digital content, the sensory experience created through the combination of visuals and audio strengthens the audience's emotional connection to the displayed content. For example, video content showcasing a location's ambiance with natural sounds, soft music, or a touching narrative has been shown to arouse curiosity and encourage a desire to visit. Previous research also supports this, where audiovisual content creates vividness or a more lively and real mental imagination (Vazquez et al., 2023).

CONCLUSION

The results of the test to determine the Influence of Visual and Audiovisual Interaction of Instagram Content on the Interest of Visitors to the Kupie Thamrin Culinary Cafe using multiple linear regression analysis with two independent variables and one dependent variable show that:

1. Visual interaction has no effect on visitor interest at Kupie Thamrin Culinary Cafe.
2. Audiovisual content has an effect on visitor interest at Kupie Thamrin Culinary Cafe.
3. Visual interaction and audiovisual content simultaneously influence visitor interest at Kupie Thamrin Culinary Cafe.

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