

ABSTRACT

The development of the business world today is very rapid, one of which is the fashion retail business industry. One of the retail businesses in the fashion sector that has been declared successful and continues to develop in Indonesia is HoyJakarta. HoyJakarta sales are increasing every year, this is inseparable from the marketing activities carried out by HoyJakarta. One of HoyJakarta's marketing strategies is social media marketing through Instagram which is able to have an impact on increasing consumer purchasing decisions. This study aims to determine and analyze the effect of social media marketing through Instagram on purchasing decisions.

The research method used in this research is quantitative method with descriptive-causality research type. Sampling was carried out with non-probability sampling technique used was purposive sampling the number of respondents was 100 consumer respondents who had bought HoyJakarta products directly on HoyJakarta Instagram. The data analysis technique used was descriptive analysis and simple linear regression analysis.

The results of the study based on descriptive analysis for the social media marketing variables at HoyJakarta were in a good category with a percentage value of 81.93%, the Purchasing Decision variable at HoyJakarta was in a good category with a percentage value of 80.38%, and social media marketing had a significant effect on purchasing decisions on consumers HoyJakarta with the magnitude of the influence of 77.1% and the rest is influenced by other factors not examined.

Keywords: Social Media Marketing, Purchase Decision.