

ABSTRACT

Outskirts Cycling is an Indonesian sportswear brand that has been in existence since 2020. Based on the results of pre-enquiries with respondents from both cyclists who the Outskirts Cycling community and who did not get the result that most stated the quality of Instagram content from an influencing purchase intent, the majority stated that the Instagram content presented by Outskirt Cycling is quite interesting.

This research uses quantitative research methods with types of descriptive research. The sampling of the study was carried out using the non-probability sampling method, with the number of legitimate respondents as many as 100 people who are cyclists who have purchased products from Outskirts Cycling and also have seen social media Instagram from Outskirts Cycling. This study uses descriptive analysis techniques and double linear regression analysis.

The results of descriptive analysis research showed that Instagram social media marketing conducted by Outskirts Cycling had an average percentage score of 92% included in the category Excellent. Purchase decisions on Outskirts Cycling products are in the very good category with an average percentage score of 91%. The research finds that social media marketing Instagram has had a positive impact on the decision to buy Outskirts Cycling in Jakarta. The level of consumer purchasing decisions will be determined by the good Instagram social media marketing conducted by Outskirts Cycling. Social media marketing Instagram had a positive and significant influence on the outskirts cycling purchase decision in Jakarta by 26.4%, while the other 73.6% was influenced by other factors. Advice for Outskirts Cycling is best to increase the frequency of content uploads but remain wise in uploading the content, and it is best outskirts cycling to add variants of the products offered.

Keywords: Social Media, Instagram, Marketing, Purchase Decisions, Outskirts.