

THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA MARKETING ON CONSUMER PURCHASING DECISIONS FOR ONLINE FASHION SHOP PRODUCTS IN GORONTALO

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Abstract: This study aims to analyze the influence of Instagram promotion on consumer purchasing decisions at Sashop Gorontalo using a quantitative approach with 99 respondents. The data collection techniques consist of observation, questionnaires, and documentation, while the data analysis technique uses simple linear regression. The results show that promotion has a positive and significant influence on consumer purchasing decisions. The tcount value is $2.796 > ttable 1.661$, and the significance value is $0.006 < 0.050$. The coefficient of determination obtained from the regression model is 0,750 (75%), while the remaining 25.0% is attributed to other variables not examined in this study.

Keyword: Promotions, Purchase Decisions.

Abstrak: Tujuan Penelitian ini adalah untuk mengetahui adanya pengaruh Promosi Di Media Sosial Instagram Terhadap Keputusan Pembelian Konsumen Di Sashop Gorontalo, penelitian ini menggunakan metode pendekatan kuantitatif dengan jumlah sampel 99 responden, teknik pengumpulan data yang digunakan dalam penelitian ini adalah observasi, kuisioner, dekomuntasi, serta tehnik analisis data pada penelitian menggunakan regresi linier sederhana. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara Promosi terhadap Keputusan Pembelian Konsumen. Nilai T-Hitung adalah $2.796 > T\text{-tabel } 1.661$ dan Nilai signifikan $0,006 < 0,050$. Nilai koefisien daterminasi dari dari model regresi yang telah di peroleh adalah 0,750 atau sebesar 75,0 % sedangkan sisanya sebesar 25,0 % di pengaruhi oleh variabel lain yang tidak ditekiti dalam penelitian ini.

Kata Kunci: Promosi, Keputusan Pembelian.

INTRODUCTION

In the current era of globalization, there is a significant impact on the field of digital marketing in Indonesia and even worldwide. There are many ways to promote the sale of a product, and one of them is using digital marketing or virtual marketing. The use of social media is not only limited to certain fields but covers various existing fields, one of which is business. Advances in technology, computers, and telecommunications support the development of internet technology. With the internet, business actors no longer experience difficulties in obtaining any information to support their business activities; nowadays, various types of information can generally be obtained, allowing information to be filtered to obtain accurate and relevant information.

Research on the influence of promotions on social media, particularly Instagram, on purchasing decisions can be based on several relevant grand theories. The following are major theories frequently used in research involving social media promotions and their influence on consumer behavior: Integrated Marketing Communication Theory. This theory states that various marketing communication channels, including social media, can be used in an integrated manner to create a consistent and powerful message. In the context of Instagram, various promotional elements such as photos, videos, and endorsements by influencers can work together to strengthen brand appeal and influence consumer purchasing decisions.

According to (Aziz & Akbar, 2022) the Elaboration Likelihood Model (ELM) Persuasion Theory, developed by Petty and Cacioppo, explains how promotional messages influence consumer attitudes and behavior through two main routes: the central route and the peripheral route. On Instagram, engaging and credible content (for example, through trusted influencers) can influence consumers through both the central route (with detailed information) and the peripheral route (through the influencer's visual appearance or appeal).

Promotion according to (Maulana & Aprianti, 2022) is an effort to inform or offer products or services with the aim of attracting potential consumers to buy or consume them. Promotion is also the process of informing, persuading, and influencing purchasing decisions (Maulana & Aprianti, 2022). Promotional activities can be carried out in various ways, one of which is by utilizing technological advances, namely through social media. The public's dependence on social media can influence a person's purchasing interest in a product or service. (Shobur et al., 2023) purchasing interest is a behavior in customers, where these customers have a desire to choose or buy a product, based on the experience of choosing, using, consuming or even wanting a product. A purchasing decision is a thought process in which an individual evaluates various options and decides on a product from among many (Wibowo & Kurriwati, 2022). According to Abdul et al., 2022, the purchasing decision is the stage in the buyer decision-making process where the consumer actually makes a purchase.

The Sashop MSME utilizes social media for its promotions, one of which is Instagram, which has a significant following of 60,300 thousand followers. Social media can also expand the market reach, which was initially limited to the store itself, but has now expanded to encompass the entire country through social media promotions. This MSME uses Instagram to promote its products, attracting buyers and providing them with information about new products and promotions offered by Sashop Gorontalo.

Based on this background, the problem identification in this study can be formulated as follows: The absence of a feature that distributes product goods from producers to consumers. There is an imbalance between the number of Instagram followers and consumers at Sashop Gorontalo. The lack of utilization of Instagram social media in promoting a product.

LITERATURE REVIEW

Buying decision

A purchasing decision is a consumer's decision regarding preferences among brands within a choice set (Kotler and Keler, 2009). The number and complexity of consumer activities in their purchases can vary. According to Howard, consumer purchases can be viewed as problem-solving activities, and there are three types of situations. These types of situations are: routine response behavior, limited problem solving, and extensive problem solving. The consumer process for making purchasing decisions must be understood by corporate marketers in order to create appropriate strategies. There are four types of consumer purchasing processes, namely: complex decision making, limited decision making, brand loyalty, and inertia. Purchases that have low involvement result in limited decision-making behavior. Consumers sometimes make decisions despite having little involvement with the product. Consumers have less understanding of the product category, and their information search and evaluation are more limited compared to complex processes. Many models of buyer behavior have been proposed by marketing management experts. Essentially, the models they propose are more or less the same .

Promotion

Promotion is one of the determining factors in the success of a marketing program. Even a high-quality product won't be purchased if consumers have never heard of it and aren't convinced it will be useful. Companies implement promotional programs to communicate information about their products and influence consumers to purchase them. Promotion is the most important activity to increase revenue. Without promotional activities, companies cannot acquire customers as expected. Thus, a lot of spending is needed for promotional activities. According to Philip Kotler and Gary Armstrong (2008:63), Promotion means activities that convey the benefits of a product and persuade customers to buy it. According to (Silaen & Prabawani, 2019) Promotion is a form of marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade and/or remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned. Based

on the opinion above, it can be concluded that promotion is the efforts made by companies to influence consumers to buy the products and services produced or to convey news about these products and services by communicating with listeners or audiences that are persuasive in nature.

Social Media in Marketing

Social media can compete with various other forms of communication, even providing very important benefits for companies. Here are some benefits of social media according to (Anisa, 2022) as follows: Personal branding is not just about figures, it is for everyone. Various social media such as Facebook, Twitter, YouTube can serve as a medium for people to communicate, discuss, and even gain popularity on social media. The advantage of building personal branding through social media is that it does not involve tricks or fake popularity, because the audience will be the one to determine; Fantastic marketing results through social media. People no longer watch TV; they watch their phones. This phenomenon shows that the lifestyle of society today tends to make more use of their mobile phones, which are famously known as "smartphones." With a smartphone, we can access a variety of information; Social media provides an opportunity to interact more closely with consumers. Social media offers a form of communication that is more individual, personal, and two-way. Through social media, marketers can understand their consumers' habits and interact personally as well as build deeper engagement; Social media has a viral nature. This means it has characteristics like a virus, which spreads quickly. Information that emerges from a product can spread rapidly because social media users have a sharing nature.

Instagram

Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them on various social networking services, including Instagram's own. According to (Shaleh & Furrie, 2020), Instagram is an application used to share photos and videos. Instagram itself is still a part of Facebook, which allows our Facebook friends to follow our Instagram account. The increasing popularity of Instagram as an application used for sharing photos has led many users who are involved in online business to also promote their products through Instagram. Based on the explanation above, it can be concluded that Instagram is a social media application that enables communication or interaction by taking and sharing photos or videos with other Instagram social media users widely.

RESEARCH METHODS

This study uses a quantitative method. In this study, the dependent variable is consumer purchasing decisions, while the independent variable is promotion. The sampling technique used is purposive sampling, which is a sampling technique based on certain considerations or criteria deemed relevant to the research objectives (Sugiyono, 2021). The data collection techniques in this study include questionnaires, observation, and interviews. The population in this study consists of the entire Gorontalo in 2026, totaling 60,300 people (Instagram followers of Sashop Gorontalo), with a sample used in this study of 99 respondents. The analytical tool used in this study is simple regression with data analysis methods using SPSS.

RESEARCH RESULT

1. Instrument Validity Test

Table 1 Validity Test of Variable X (Promotion)

Variables	Item	R-Count	R-Table	Information
PROMOTION	X1	0.628	0.443	VALID
	X2	0.746	0.443	VALID
	X3	0.486	0.443	VALID
	X4	0.656	0.443	VALID
	X5	0.853	0.443	VALID
	X6	0.811	0.443	VALID
	X7	0.587	0.443	VALID
	X8	0.782	0.443	VALID

	X9	0.739	0.443	VALID
	X10	0.682	0.443	VALID
	X11	0.676	0.443	VALID
	X12	0.590	0.443	VALID

Source: SPSS Processed Data, 2026

Tabel 2 Validity Test of Variable Y (Purchase Decision)

Variables	Item	R-Count	R-Table	Information
BUYING DECISION	Y1	0.551	0.443	VALID
	Y2	0.585	0.443	VALID
	Y3	0.521	0.443	VALID
	Y4	0.505	0.443	VALID
	Y5	0.461	0.443	VALID
	Y6	0.561	0.443	VALID
	Y7	0.606	0,443	VALID
	Y8	0,532	0,443	VALID
	Y9	0,520	0,443	VALID
	Y10	0,621	0,443	VALID
	Y11	0,488	0,443	VALID
	Y12	0,468	0,443	VALID
	Y13	0,595	0,443	VALID
	Y14	0,553	0,443	VALID
	Y15	0,612	0.443	VALID
	Y16	0.487	0.443	VALID
	Y17	0.513	0.443	VALID
	Y18	0.500	0.443	VALID

Source: SPSS Processed Data, 2026

The results of the Pearson Correlation test show that each statement item contained in the questionnaire, both variable X and variable Y, shows a value greater than 0.443, so the researcher concludes that the questionnaire used is valid.

2. Reliability Test

Table 3 Reliability Statistics of Variable X (Promotion)	
Cronbach's Alpha	N of Items
.890	12

Source: SPSS Processed Data, 2026

Based on the table above, the results of the reliability test conducted on the statement items are declared valid. A variable is said to be reliable if the answers to the questions are always consistent, so the results of the Promisi (X) instrument reliability test are $h = 0.890$.

Table 4 Reliability Statistics of Variable Y (Purchase Decision)	
Cronbach's Alpha	N of Items
.854	18

Source: SPSS Processed Data, 2026

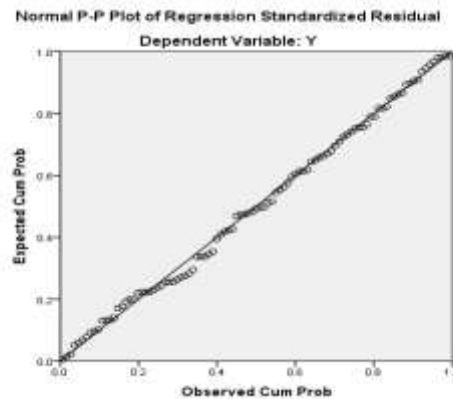
Based on the table above, the results of the reliability test conducted on the statement items are declared valid. A variable is said to be reliable if the answers to the questions are always consistent, so the results of the reliability test for the Purchase Decision instrument (Y) are $h = 0.854$.

Based on the table above, it is obtained that the results of the reliability test carried out on the statement items are declared valid. A variable is said to be reliable if the answers to the questions

are always consistent, so the results of the reliability test for the Promotion Sense instrument (X) are $h = 0.890$, and the Consumer Purchase Decision variable (Y) is $h = 0.854$. It turns out that it has a *Cronbach's Alpha* greater than the criteria (0.6) , which means that both instruments are declared reliable and meet the requirements .

3. Classical Assumption Test

In regression testing, the main requirement that must be met is that the data must be normally distributed. Normality testing can also be identified using the *normal probability plot method*.



Source: SPSS Processed Data, 2026

Data normality can also be tested using the Kolmogorov-Smimov method. The decision-making criterion is that if the test results have a significance level > 0.05 , then the data in the variable is normally distributed. Conversely, if the test results have a significance level < 0.05 , then the variable data is not normally distributed. The following is a data normality test using the Kolmogorov-Smimov method.

Table 5 Uji One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	6.48090496
Most Extreme Differences	Absolute	.052
	Positive	.052
	Negative	-.030
Kolmogorov-Smirnov Z		.513
Asymp. Sig. (2-tailed)		.955
a. Test distribution is Normal.		
b. Calculated from data.		
Sumber : Data Olahan SPSS, 2026		

Based on the results of the normality test using the Kolmogorov-Smimov test, the significance level is $0.955 > 0.05$. Therefore , it can be concluded that the residuals are normally distributed.

4. Simple Linear Regression Analysis

Simple linear regression analysis is used to see the effect of independent variables on dependent variables. After testing the assumption of data normality and verifying that it was met, the next step was data modeling using simple linear regression analysis. The results of the analysis using SPSS are displayed in the following table:

Table 6 Simple Linear Regression Analysis

Coefficients ^a				
Model		Unstandardized Coefficients		
		B	Std. Error	
1	(Constant)	53,630	6,262	
	X	.384	.137	
a. Dependent Variable: Y				

Source: SPSS Processed Data, 2026

Based on the regression equation model, the following things can be interpreted:

a. In the coefficient table above, the constant value is 53.630, so the value of the constant is 53.630.

b. The regression coefficient value of variable X, Self-Confidence, is 0.384, indicating that every change in the Self-Confidence variable will affect learning outcomes by 0.384.

This means that for every additional value of the Promotion variable, the Promotion participant value increases by 0.384. The regression coefficient is positive, so it can be concluded that the influence of the education Promotion variable is positive.

5. T-test

Table 7 T-test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	53,630	6,262		8,564	.000
	X	.384	.137	.273	2,796	.006
a. Dependent Variable: Y						

Source: SPSS Processed Data, 2026

Based on the table above, it can be seen that the table value obtained to obtain a conclusion whether to accept or reject H_0 , must first determine the t-table to be used. The value of this t-table depends on the size of the df (degree of freedom) and the significance level used of 5% and the df value of $n - k - 1 = 99 - 1 - 1 = 97$ obtained a t-table value of 1.661. The results of the analysis using the SPSS 21 program obtained results, namely the t-count value of $2.796 > t\text{-table } 1.661$ and a significance value of $0.006 < 0.050$, it can be concluded that the hypothesis in this study is accepted, namely the Promotion variable (X) has a positive and significant effect on Purchasing Decisions (Y).

6. Test of the Coefficient of Determination

The coefficient of determination is a value that ranges from 0% to 100%. To find out the value of the coefficient of determination (R^2), see the following table:

Table 8 Test of the Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate

1	.273 _a	.750	.065	6,514
a. Predictors: (Constant), X				
b. Dependent Variable: Y				

Source: SPSS Processed Data, 2026

Based on the results of the determination coefficient analysis in the table above, the adjusted determination coefficient or *R Square figure* is 0.750 or 75.0%. This value indicates that 75.0% of the Purchase Decision variable (Y) can be explained by the Promotion Variable (X), while the remaining 25.0% is explained by other variables not examined in this study.

DISCUSSION

The discussion of this research focuses on how Promotion using Instagram social media influences Consumer purchasing decisions at Sashop Gorontalo. According to (Silaen & Prabawani, 2019) Promotion is a form of marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade and/or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. Based on the opinion above, it can be concluded that promotion is an effort made by a company to influence consumers to buy the products and services produced or to convey news about these products and services by communicating with listeners or audiences that are persuasive in nature.

Meanwhile, a purchasing decision is a consumer's decision regarding preferences for brands within a set of choices (Kotler and Keler, 2009). The number and complexity of consumer activities in their purchases can vary. Consumer purchases can be viewed as problem-solving activities, and there are three types of situations. These types of situations are: routine response behavior, limited problem solving, and extensive problem solving. The relationship between Promotion and Purchasing Decisions lies in how to utilize social media as a source of company income. When a company can provide a good sales method through Instagram promotional media, purchasing decisions will also increase. In other words, Promotion with Instagram social media plays a role as an important mechanism that encourages the formation of more valuable, relevant, and memorable experiences for consumers, which ultimately increases their satisfaction or consumer purchasing decisions periodically.

The results of a simple linear regression analysis show that promotions using Instagram social media have a positive and significant influence on consumer purchasing decisions. This indicates that the higher the level of promotion provided by the company, the higher the level of consumer purchasing decisions. The regression coefficient illustrates that each increase in promotion will provide a positive increase in consumer purchasing decisions. Statistically, this proves that promotions using Instagram social media are a strong variable in increasing the perception of purchasing decisions in the corporate sector. The coefficient of determination value shows that promotions are able to explain some of the variations in purchasing decisions, while the rest is influenced by various other factors outside the research model. As in the results of the coefficient of determination analysis in the table above, the adjusted coefficient of determination or *R Square number* is 0.750 or 75.0%. This value indicates that 75.0% of the Purchase Decision variable (Y) can be explained by the Promotion Variable (X), while the remaining 25.0% is explained by other variables not examined in this study.

This is in line with the research on the Influence of Promotion Through Instagram Social Media on Purchasing Decisions at the Nindy Pernik Pernik Store, Pangkalan BUN Bakhtiar.HM, Hendra Jayusman, Muhammad Jalaluddin (2020). This research method is quantitative descriptive. The data collection technique in this research uses a questionnaire or survey. With Simple linear regression analysis. This research method is quantitative descriptive. The data collection technique in this study uses a questionnaire or survey, the research on purchasing decisions that can be explained by variations in the independent variable, namely Instagram social media promotion, is 79.8%, while the remaining 20.2% is explained by other variables outside the research variables.

The Influence of Promotion on Instagram Social Media on Consumer Purchase Interest of Broken Carving (Students of Trunojoyo University, Madura) Candra Wahyu Wibowo and Nirma Kurriwati (2022). Has a positive and significant influence. The Influence of Instagram Social Media Promotion

and Word of Mouth on Clothing Purchase Decisions at Wilda Store. Zulkarnain, Meisa Fitri (2022). Has a positive and significant influence.

The results of this study confirm that promotional media is an important part in modern consumer purchasing decisions. In an increasingly competitive industrial environment, Sashop Gorontalo which is able to offer promotions will have a competitive advantage compared to other companies engaged in the sale of skin care and clothing. Therefore, the results of this study support the recommendation that Sashop Gorontalo continue to strengthen the promotional aspect using Instagram social media where in the current era or the modern era many young people and teenagers as well as parents have mobile phones that are used in everyday life, the use of information technology, as well as a good and creative promotional management system. Overall, the results of this study strengthen the theoretical basis and empirical findings that the Instagram social media promotion variable has a significant positive and significant effect on consumer purchasing decisions. With a high *t-value*, a very small *p-value*, and a strong R^2 value, it can be concluded that Instagram social media promotion is an important and relevant variable in explaining consumer purchasing decisions. This study contributes to the promotional management literature, especially in the industry of companies engaged in the skin care sector, and provides an empirical basis for the development of sales quality improvement strategies at Sashop Gorontalo.

CONCLUSION

Based on the results of the study, it can be concluded that Promotion with Instagram social media has a positive and significant influence on consumer purchasing decisions at Sashop Gorontalo, which is indicated by a t-count value greater than the t-table and a significance value below 0.05. This finding strengthens the theory of Consumer purchasing decisions which emphasizes the importance of Promotion using Instagram social media. Thus, the higher the level of Promotion using Instagram social media, the greater the level of purchasing decisions felt by consumers, so that Promotion using Instagram social media can be used as a good main strategy in determining consumer decisions, especially at Sashop Gorontalo.

SUGGESTION

Based on the results of the research that has been conducted, the researcher has several suggestions as input and consideration for further research as follows:

further researchers : It is recommended to add other variables such as product quality, price, or service technology in order to provide a more comprehensive picture of the factors that influence customer satisfaction.

2. For Gorontalo Sashop Owners : Gorontalo Sashop Owners are advised to continue to improve service personalization through marketing training and developing a service system that is more responsive to the individual needs of consumers.

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