The Influence of Instagram Marketing on Purchase Decisions Mediated by Brand Image on the Erigo Brand

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Abstract

The development of the digital era has turned fashion into a lifestyle. Business players, especially in the fashion industry, are seizing opportunities in social media marketing, particularly on Instagram. The use of Instagram Marketing includes marketing through celebrity endorsers and advertising content as a marketing strategy for a local fashion brand, Erigo. This research aims to determine the influence of celebrity endorsers and advertising content on purchasing decisions, mediated by the brand image of Erigo in the South Jakarta area. Data for this research were obtained through the distribution of questionnaires using non-probability sampling with purposive sampling. This research also employs a quantitative descriptive analysis method. The sample used in this research consisted of 100 Erigo customers residing in South Jakarta. Data analysis was conducted through descriptive and inferential data analysis techniques using SmartPLS 3.0 software. The results of this research indicate that the variables of celebrity endorser, advertising content, and brand image have a positive and significant impact on the purchasing decisions of Erigo. Additionally, the advertising content variable has a positive and significant impact on the brand image of Erigo, and the advertising content variable also has a positive and significant impact on purchasing decisions mediated by the brand image of Erigo. However, the celebrity endorser does not have a positive and significant impact on the brand image of Erigo, and the celebrity endorser does not have a positive and significant impact on purchasing decisions mediated by the brand image of Erigo.

Keywords: celebrity endorser, brand image, Erigo, purchasing decisions, advertising content

Pengaruh *Instagram Marketing* Terhadap Keputusan Pembelian diMediasi Citra Merek Pada Brand Erigo

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Abstrak

Perkembangan era digital membuat *fashion* menjadi sebuah gaya hidup. Para pelaku bisnis terutama dibidang *fashion* mengambil kesempatan mengenai strategi pemasaran dimedia sosial, terutama diInstagram. Penggunaan *Instagram Marketing* meliputi pemasaran melalui *celebrity endorser* dan konten iklan adalah strategi pemasaran salah satu *brand fashion* lokal, yakni Erigo. Penelitian ini bertujuan untuk mengetahui pengaruh *celebrity endorser* dan konten iklan terhadap keputusan pembelian dimediasi citra merek Erigo di wilayah Jakarta Selatan. Data dalam penelitian ini diperoleh dari penyebaran kuesioner menggunakan metode *non-probability sampling* dengan *purposive sampling*. Penelitian ini juga menggunakan metode analisis deskriptif kuantitatif. Sampel yang digunakan dalam penelitian ini sebanyak 100 pelanggan Erigo yang berdomisili di Jakarta Selatan. Analisis data dilakukan melalui teknik analisis data deskriptif dan inferensial dengan menggunakan bantuan software SmartPLS 3.0. Penelitian ini menunjukkan hasil bahwa variabel *celebrity endorser*, konten iklan, dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian Erigo. Kemudian variabel konten iklan berpengaruh positif dan signifikan terhadap citra merek Erigo dan variabel konten iklan berpengaruh positif dan signifikan terhadap keputusan pembelian dimediasi citra merek Erigo. Namun, *celebrity endorser* tidak berpengaruh positif dan tidak signifikan terhadap citra merek Erigo, dan *celebrity endorser* tidak berpengaruh positif dan tidak signifikan terhadap keputusan pembelian dimediasi citra merek Erigo.

Kata kunci: *celebrity endorser*, citra merek, Erigo, keputusan pembelian, konten iklan