

***THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA  
PROMOTION STRATEGIES, BRAND IMAGE, AND LIFESTYLE  
ON THE PURCHASE DECISION OF HITO BEKASI COFFEE  
PRODUCTS***

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***Abstract***

*This study aims to determine and analyze the effect of Instagram's social media promotion strategy, brand image, lifestyle on purchasing decisions for Hito Coffee Bekasi products. This research method uses quantitative methods with 75 consumers of Hito Coffee respondents in Bekasi with purposive sampling technique. The data analysis technique was taken through a questionnaire with descriptive data analysis techniques then tested for validity and reliability then continued with hypothesis testing using SmartPLS 3.0. Hypothesis testing in this study used the analysis of the inner model, outer model, and t-statistical test with a significance level of 5% (0.05). The results showed that (1) the Instagram social media promotion strategy variable had a positive and significant effect on purchasing decisions (2) the brand image variable had a positive and significant effect on purchasing decisions (3) the lifestyle variable had no significant effect on purchasing decisions.*

***Keyword*** : *Instagram Social Media Promotion Strategies, Brand Image, Lifestyle, Purchase Decision*

# **PENGARUH STRATEGI PROMOSI MEDIA SOSIAL INSTAGRAM, CITRA MEREK, DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN PRODUK HITO COFFEE BEKASI**

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## **Abstrak**

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh strategi promosi media sosial Instagram, citra merek, gaya hidup terhadap keputusan pembelian produk Hito Coffee Bekasi. Metode penelitian ini menggunakan metode kuantitatif dengan 75 responden konsumen Hito Coffee di Bekasi dengan teknik purposive sampling. Teknik analisis data diambil melalui kuesioner dengan teknik analisis data deskriptif kemudian diuji validitas dan reliabilitasnya kemudian dilanjutkan dengan pengujian hipotesis menggunakan SmartPLS 3.0. Pengujian hipotesis dalam penelitian ini menggunakan analisis inner model, outer model, dan uji t-statistik dengan taraf signifikansi 5% (0,05). Hasil penelitian menunjukkan bahwa (1) variabel strategi promosi media sosial Instagram berpengaruh positif dan signifikan terhadap keputusan pembelian (2) variabel citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian (3) variabel gaya hidup tidak berpengaruh signifikan terhadap keputusan pembelian.

**Kata Kunci** : Strategi Promosi Media Sosial Instagram, Citra Merek, Gaya Hidup, Keputusan Pembelian