

ABSTRACT

In this modern era, the use of the internet in Indonesia is increasing rapidly from year to year. The increase in internet usage is affecting the increasing use of social media usage, including Instagram. The use of Instagram by the user is not only limited to interacting and sharing moments, but also to promote business. One e-commerce that sells women's muslimwear products and promotes their products through Instagram is Vanilla Hijab. On the other hand, Indonesia with a Muslim majority makes business people who sell Muslim clothes see a large market share. This fact makes marketing through social media Instagram increasingly competitive, including the marketing of Vanilla Hijab with other competitors. This research is conducted to analyze the social media marketing on Instagram and its influence on purchasing decisions from Vanilla Hijab.

The questionnaire was distributed to 384 respondents who had followed the Vanilla Hijab Instagram account for a minimum of three months and had purchased products from Vanilla Hijab. This study fulfilled the reliability and validity requirements from the questionnaire that had been distributed. To test the hypothesis in this study, the data were analyzed using Variant-based Structural Equation Modeling (VB-SEM) with the SmartPLS 3.0 application.

The results of this study, Social Media Marketing variables consisting of Context, Communication, Collaboration, and Connection have a positive and significant effect on purchasing decisions from Vanilla Hijab. In addition, the model in this study can be used by Vanilla Hijab to predict consumer purchasing decisions.

The results of this study are expected to be used for further research related to social media marketing on purchasing decisions, so that the influencing factors that can be analyzed.

Keywords: Instagram, purchasing decisions, social media marketing