

ABSTRACT

Kobill Pachan is one of the UMKM businesses engaged in the food and beverage sector. Where this business was initiated by Billy Cornelis Woond (Kobill) and Ikhsan Maulana Akbar (Pachan) in 2019. Initially, Kobill Pachan only had one offline store branch, so far they have four offline store branches and dozens of resellers throughout Indonesia. The purpose of this study was to determine whether the influence of Instagram Content (X1) on Process Purchase Decisions (Y). based on observations, there was a significant increase in the number of followers on the Kobill Pachan Instagram account which resulted in high sales figures for Kobill Pachan products.

The method in this study uses a quantitative approach research method with a descriptive type of research. The sample in this study used non-probability sampling with purposive sampling, which means that all people who have done and visited Kobill Pachan with a population of 100 people. The analysis technique used is descriptive analysis and simple linear regression analysis.

Based on the results of the descriptive analysis carried out, the authors get the results that the Instagram Content variable (X1) is included in the good category with a percentage value of 79.54%. Purchase Decision Process Variable (Y) is included in the good category with a percentage value of 81.15%.

Keywords: *Kobill Pachan, Instagram Content, Purchase Decision Process*