

ABSTRACT

This study aims to analyze the influence of social media marketing through the Instagram platform on purchase intention toward Kahf products. The research is motivated by the rapid growth of the digital era, which encourages companies to utilize social media as an effective promotional tool, particularly in reaching young consumers. Instagram was chosen due to its emphasis on visual and interactive content, which has strong potential to influence purchasing decisions.

The research employed a quantitative approach with an explanatory research design. Data were collected through a questionnaire distributed to 96 respondents who follow Kahf's official Instagram account. The sampling technique used was purposive sampling, with criteria including respondents aged at least 17 years and having seen Kahf's marketing content on Instagram. The research instrument was tested for validity and reliability, and the data were analyzed using SPSS 26 software through a simple linear regression test to determine the extent of the effect of social media marketing on purchase intention.

The results show that social media marketing has a significant effect on purchase intention for Kahf products, with a regression coefficient value of 0.355 and a significance level of 0.000 (< 0.05). The coefficient of determination (R^2) of 0.126 indicates that 12.6% of the variation in purchase intention is influenced by the social media marketing strategy implemented via Instagram, while the remaining percentage is affected by other factors outside the research model. The discussion highlights that the success of Kahf's Instagram marketing is driven by several key aspects, including the quality of visual content, posting consistency, active interaction with the audience, and branding strategies aligned with the characteristics of the target market. Thus, Instagram-based marketing strategies have proven to be effective in increasing consumer purchase intention, and the implications can serve as a reference for other brands in optimizing their social media use.

Keywords: *Instagram, Purchase Intention, Digital Marketing, Kahf Products, Social Media Marketing*