



The Influence of Instagram Social Media and Service Quality on Consumer Purchase Decisions at Jersey Waysport Apparel Jombang Convection, Kota Tangerang Selatan

Jiana Dwi Arianti^{1*}, Mahnun Mas'adi²

^{1,2}Fakultas Ekonomi dan Bisnis, Universitas Pamulang, Indonesia

jianadwia@gmail.com¹, dosen01017@unpam.ac.id²

Abstract

This study aims to determine the influence of Instagram social media and Service Quality on consumer Purchase Decisions in *Jersey Waysport Apparel Jombang Convection*, South Tangerang City. The research method used is a quantitative and associative approach. The number of respondents in this study was 97 people who were selected using the purposive sampling method. Based on the results of the partial test (t-test), the Instagram Social Media variable (X₁) was proven to have a positive and significant influence on the Purchase Decision (Y), with a calculated t value of 8.172 > t table 1.985, and a significance value of 0.000 < 0.05. Likewise, the variable Quality of Service (X₂) showed a positive and significant influence on the Purchase Decision (Y), with a t calculation of 9.298 > t table 1.985 and a significance value of 0.000 < 0.05. Meanwhile, the results of the simultaneous test (F test) showed that F was calculated as 62.769 > F table 3.093, with a significance value of 0.000 < 0.05. Thus, simultaneously Instagram social media and Service Quality have a significant effect on consumer Purchase Decisions. The results of this study show that the use of Instagram social media and improving Service Quality play an important role in encouraging Purchase Decisions. Therefore, *Jersey Waysport Apparel Convection* is advised to continue to optimize the use of Instagram social media as a means of marketing and communication and improve the quality of service in serving consumers. By focusing on these two aspects, companies can be more effective in driving consumer purchasing decisions and improving business competitiveness amid the fierce competition in the convection industry.

Keywords: Instagram Social Media; Quality of Service; Purchase Decision.

INTRODUCTION

In the era of digitalization that continues to grow rapidly, sports have become an important part of people's lives. Not only seen as a physical activity to maintain health and fitness, sports also play a role as an entertainment medium, a competition event, and a means of strengthening social relationships between individuals and communities. Today, sports activities are not only considered a means of having fun, but also as a prestigious competition event involving regions, cities, and countries. Along with the increasing popularity of the sport, various supporting elements in this activity are increasingly being considered, one of which is the costumes or jerseys worn by the athletes. In the implementation of sports activities, the use of costumes or jerseys has a very important role.

Jerseys are clothes or costumes that must be worn by sports teams to identify a community and distinguish one club from another. Additionally, jersey costume designs often reflect team logos, colors, and symbols associated with their respective regions or countries, which can enhance the fighting spirit and pride of the players. Jersey has been looked at by fashion in Indonesia as a trend of sportswear for various ages and genders, making it a very lucrative business opportunity. One of them is Convection Jersey Waysport Apparel which provides the best custom jersey orders that can be designed according to consumer needs and desires.

Today, jerseys not only serve as sportswear, but have also become part of the lifestyle in the world of sports. Along with the development of jersey users from year to year, it has become a concern among the public. Making jersey

manufacturers see opportunities for the needs and desires of consumers in creating a product. Thus, competition in the jersey industry is increasingly visible, which is marked by the number of similar business actors, including several competitors in the Jombang area, South Tangerang City. This condition can certainly affect consumer decisions in making purchases, including in making choices for Jersey Waysport Apparel Convection products. According to Kotler and Armstrong (2017:177) in Erpan & Pasaribu (2023:97), "Purchasing decisions are part of consumer behavior, consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and experience to satisfy their needs and desires".

In addition, in the midst of increasingly fierce business competition, the less effective use of social media can cause Jersey Waysport Apparel Convection to lose out on competition with competitors who are more active and creative in building brand awareness or establishing closeness with consumers. Therefore, consistency and the right strategy in the use of social media are urgently needed, not only to maintain sales stability and competitiveness in the market, but also to increase consumer trust, loyalty, and purchasing decisions on an ongoing basis. According to Atmoko in Oktavia et al (2023:28) "Instagram is a social media that has the opportunity to do business for its users. Instagram can be used as a marketing communication medium, through uploading and sharing product photos and having many followers. Instagram makes it easy for consumers to see the products on sale and can directly comment on the content they are interested in."

In addition to Instagram social media, the service quality factor also greatly influences the purchase decision. Maximum service quality will make a positive contribution to the growth of a business. Consumers will be satisfied with the service received. Satisfied consumers are more likely to become loyal customers. They will come back to use the same product in the future.

Social media According to Gray & Fox in Ramadhan & Munawar

(2022:2276) "Social media is a platform where people can interact online and is a popular promotional medium that can provide opportunities in doing promotion or advertising". According to Atmoko in Aryani & Murtiariyati (2022:471) "Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them to various social networking services that can be used by business people for promotional media in marketing products or services".

According to Ramli & Silalahi (2020) in Widjaja & Wildan (2023:5) "Service Quality is a measure of the extent to which the services provided by a company or organization can meet demand according to what is expected or desired based on consumer needs".

According to Kotler & Keller (2016) in Rosmayati et al. (2020:187) "Service quality is any form of activity carried out by a company to meet consumer expectations". According to Kotler and Armstrong (2016:177) in Ani et al. (2021:665) define that "Purchasing decisions are part of consumer behavior, which is the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires". According to Alma (2016:96) in Erpan & Pasaribu (2023:97) "A purchase decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, location, promotions, physical evidence, people and, process. So as to form an attitude in consumers to process all information and draw conclusions in the form of responses that appear what products to buy".

METHODS

This type of research uses a quantitative and associative approach method. According to Sugiyono (2023:16) "Quantitative research can be interpreted as a research method based on the philosophy of positivism, used to research on a specific population or sample, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing the hypothesis that has been established". While this type of

research is associative. With this associative research, it will be possible to build a theory that can function to explain, predict and control all symptoms.

The population in this study is Jersey Waysport Apparel convection consumers. This study uses the Nonprobability sampling technique. Nonprobability sampling techniques include Purposive Sampling. According to Sugiyono (2023:133), "Purposive sampling is a sample determination technique with certain considerations". This means that researchers choose individuals or groups that are considered the most knowledgeable, relevant, or meet certain criteria needed to answer research problems.

The number of samples in this study was 97 respondents. The determination of the number of samples in this study was carried out by a simple calculation using the Slovin formula with an error rate of 10%, with the following formula:

$$n = \frac{N}{1 + N(e)^2}$$

Description:

n = Number of samples

N = Total population

E = Error rate of 10% = 0.1

According to Agustina et al. (2024:114) "Data collection techniques are methods or means used by researchers to obtain information or data relevant to the purpose of research". The data collection technique in this study can use primary data sources (observations, interviews, questionnaires) and secondary data (documentation, literature studies). In quantitative research, data analysis is carried out after all data from respondents or other sources are collected. The analysis process includes grouping data based on variables and types of respondents, tabulating according to variables and categories of respondents, presenting data on each variable studied, calculating to answer the problem formulation, and testing the hypothesis that has been formulated. In this study, the researcher used quantitative data analysis with the help of SPSS software version 25. The use

of the program is intended to simplify the data processing process so that the results obtained are more useful.

The data analysis techniques used in this study consist of several stages, namely: instrument test (validity test, reliability test), classical assumption test (normality test, multicollinearity test, heteroscedasticity test, autocorrelation test), regression analysis (simple linear regression test, multiple linear regression test), correlation coefficient test, determination coefficient test, and hypothesis test (t test and F test).

RESULTS AND DISCUSSION

Validity Test

The validity test was carried out by comparing the value of r calculated with the r table, where the degree of freedom (df) was determined by the formula $n-2$ (n = number of samples). In this study, the number of samples was 97 respondents, so $df = 97-2 = 95$. With a significance level of 0.05 (5%), the table r value of 0.199 was obtained. An item of a statement is declared valid if the value of r is calculated $> r$ of the table (0.199), while if the value of r is calculated $< r$ of the table (0.199), then the item of the statement is considered invalid. The results of the validity test for each variable in this study are presented in the following table:

Table 1. Validity Test

INSTAGRAM SOCIAL MEDIA (X1)				
Ye s	Statement	R cou nt	R Tab le	Rema rks
1.	I often use #waysportaparel hashtags when posting Jersey Waysport Apparel products on Instagram social media	0,55 1	0,19 9	Valid
2	I feel that the hashtag from #waysportaparel makes it easier for	0,61 1	0,19 9	Valid



INSTAGRAM SOCIAL MEDIA (X1)				
Ye s	Statement	R cou nt	R Tab le	Rema rks
	me to see posts from other customers related to Waysport Apparel			
3	I often use geotags to mark Waysport Apparel Jersey Convection locations <i>when</i> sharing Waysport Apparel-related posts	0,47 6	0,19 9	Valid
4	<i>The geotags</i> used by Waysport Apparel make it easier for me to find out the location of <i>Waysport Apparel's Jersey Convection</i>	0,41 3	0,19 9	Valid
5	Following the Instagram social media account @waysport. store helped me get to know more <i>jersey</i> products offered	0,60 0	0,19 9	Valid
6	Following the Instagram social media account @waysport. store makes	0,32 6	0,19 9	Valid

INSTAGRAM SOCIAL MEDIA (X1)				
Ye s	Statement	R cou nt	R Tab le	Rema rks
	it easier for me to find out the latest discounts or designs of <i>Jersey Waysport Apparel</i> products			
7	I often share Waysport Apparel's Instagram account posts to my personal account through <i>Instagram</i> stories	0,40 5	0,19 9	Valid
8	I often share Waysport Apparel's Instagram posts with my friends or team if there is interesting information such as discounts or the latest designs	0,61 9	0,19 9	Valid
9	I often give likes to Waysport Apparel's Instagram posts	0,62 8	0,19 9	Valid
10	I gave a like to Waysport Apparel's Instagram post because I was interested in the latest designs they featured	0,55 8	0,19 9	Valid
11	I often comment on	0,57 9	0,19 9	Valid



INSTAGRAM SOCIAL MEDIA (X1)				
Ye s	Statement	R cou nt	R Tab le	Rema rks
	Waysport Apparel's Instagram posts to ask about product details, especially about <i>the latest jersey designs</i>			
12	I was satisfied when my comments on Waysport Apparel's Instagram posts received a good response	0,55 6	0,19 9	Valid
13	I often mention the Instagram account @waysport. store when sharing my experience of wearing <i>their jersey</i>	0,75 2	0,19 9	Valid
14	I feel happy when <i>mentioning</i> the Instagram account @waysport. store because of their responsiveness to consumer mentions	0,70 0	0,19 9	Valid

SERVICE QUALITY (X2)				
Ye s	Statement	R cou nt	R Tab le	Rema rks
1	Jersey	0,57	0,19	Valid

INSTAGRAM SOCIAL MEDIA (X1)				
Ye s	Statement	R cou nt	R Tab le	Rema rks
	Waysport Apparel <i>convection</i> looks clean and neat	2	9	
2	Jersey Waysport Apparel <i>Convection Employees</i> Look Polite and Neat	0,56 7	0,19 9	Valid
3	Jersey Waysport Apparel <i>Convection employees</i> always serve consumers with a friendly and attentive manner	0,71 4	0,19 9	Valid
4	Waysport Apparel Jersey <i>Convection employees</i> provide advice on <i>jersey</i> designs that suit consumer needs and preferences	0,67 7	0,19 9	Valid
5	Jersey Way sport Apparel's <i>Convection employees</i> have been quick and precise in responding to consumer requests and orders	0,53 3	0,19 9	Valid
6	Jersey Waysport Apparel	0,73 0	0,19 9	Valid

INSTAGRAM SOCIAL MEDIA (X1)				
Ye s	Statement	R cou nt	R Tab le	Rema rks
	Convection Employees Provide Solutions to Consumer Complaints			
7	I made a purchase of <i>Jersey Waysport Apparel</i> products during special promos or discounts	0,53 1	0,19 9	Valid
8	My purchase time is affected by urgent needs, such as for an imminent sporting activity	0,59 4	0,19 9	Valid
9	I buy <i>Jersey Waysport Apparel</i> products in bulk when there is a promo or special offer	0,68 8	0,19 9	Valid
10	I feel confident in the quality assurance that <i>Jersey Waysport Apparel</i> Convection provides to its products	0,55 6	0,19 9	Valid

PURCHASE DECISION (Y)				
Ye s	Statement	R cou nt	R Tab le	Rema rks
1	I chose jersey products	0,66 2	0,19 9	Valid

INSTAGRAM SOCIAL MEDIA (X1)				
Ye s	Statement	R cou nt	R Tab le	Rema rks
	from Convection Waysport Apparel because the design and quality were in line with my needs			
2	The selection of <i>jersey</i> products offered by Convection Waysport Apparel is very varied and interesting	0,60 3	0,19 9	Valid
3	I trust the Wasyport Apparel brand in terms of product quality and design	0,66 8	0,19 9	Valid
4	The Waysport Apparel brand is my top choice because of its reputation for producing <i>quality jerseys</i>	0,59 9	0,19 9	Valid
5	I chose to buy or order <i>Waysport Apparel</i> jersey products through Instagram <i>Direct Message (DM)</i>	0,39 6	0,19 9	Valid

INSTAGRAM SOCIAL MEDIA (X1)				
Ye s	Statement	R cou nt	R Tab le	Rema rks
	because it was easier			
6	I prefer to buy or order Waysport Apparel jersey products at offline stores so that I can see and ask for product details directly	0,587	0,199	Valid
7	I made a purchase of Jersey Waysport Apparel products during special promos or discounts	0,320	0,199	Valid
8	My purchase time is affected by urgent needs, such as for an imminent sporting activity	0,549	0,199	Valid
9	I buy Jersey Waysport Apparel products in bulk when there is a promo or special offer	0,346	0,199	Valid
10	I buy Jersey Waysport Apparel products in large quantities to meet personal or team needs	0,600	0,199	Valid
11	I feel	0,65	0,19	Valid

INSTAGRAM SOCIAL MEDIA (X1)				
Ye s	Statement	R cou nt	R Tab le	Rema rks
	comfortable with the wide selection of payment methods provided both cash and non-cash (e.g. bank transfer, credit card, or e-wallet) when purchasing Jersey Waysport Apparel products	4	9	
12	I have no difficulty in making payment transactions for Jersey Waysport Apparel products	0,711	0,199	Valid

Source: Data processed SPSS Version 25 (2025)

Based on the results of the validity test, it can be seen that all statement items in the variables Instagram social media (X1), Service Quality (X2), and Purchase Decision (Y) have a greater calculated r value than the r table (0.199). Thus, it can be concluded that all statement items are declared valid, so the questionnaire is suitable for use as an instrument in the processing of research data.

Reliability Test

The reliability test aims to find out whether a questionnaire can be said to be reliable. Criteria in determining whether a statement is reliable or not If the Cronbach Alpha coefficient > 0.60, then the question is declared reliable or reliable. And if the

Cronbach Alpha coefficient < 0.60 then the question is declared unreliable or unreliable.

Table 2. Reliability Test

Yes	Variable	Cronbach Alpha	Cronbach Alpha Standard	Reliability
1	Instagram social media (X1)	0,802	0,60	Reliable
2	Quality of Service (X2)	0,813	0,60	Reliable
3	Purchase Decision (Y)	0,779	0,60	Reliable

Source: Data processed SPSS Version 25 (2025)

Based on the results of the reliability test, it can be seen that the Cronbach Alpha value of all variables has a value greater than 0.60. The Instagram Social Media variable (X1) obtained a value of 0.802, the Service Quality variable (X2) of 0.813, and the Purchase Decision variable (Y) of 0.779. Thus, it can be concluded that all instruments in this study meet the reliability criteria and are declared reliable.

CLASSIC ASSUMPTION TEST

Normality Test

The normality test is used to ensure that the residual values of the regression model have a normal distribution. In this study, the method used is the *Kolmogorov-Smirnov test*. The residual data is considered normal if the significance value of *Kolmogorov-smirnov* > 0.05. On the other hand, residual data is considered abnormal if the significance value of *Kolmogorov-smirnov* < 0.05.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	97

		Unstandardized Residual
Normal Parameters ^{a, b} Most Extreme Differences Test Statistic Asymp. Sig. (2-tailed)	Red	.0000000
	Std. Deviation	4.26600549
	Absolute	.047
	Positive	.047
	Negative	-.038
		.047
		.200 ^{c, d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processed SPSS Version 25 (2025)

Based on the results of the normality test using the *Kolmogorov-Smirnov Test*, it shows an Asymp value. Sig is 0.200 > 0.05. Thus, it can be concluded that the data is distributed normally.

Multicollinearity Test

The multicollinearity test is used to find out whether there is a relationship or correlation between independent variables in the regression model. Symptoms of multicollinearity can be detected through the values of *Variance Inflation Factor* (VIF) and *Tolerance*. If the VIF value is > 10.0 or the *Tolerance* value is < 0.10, it means that there is multicollinearity. Conversely, if the VIF value < 10.0 and *Tolerance* > 0.10, then no symptoms of multicollinearity were found.

Table 4. Multicollinearity Test Coefficient

Models	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
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	B	Std Error	ts Beta			Tol erance	VI VI D
1. (Co nsta nt)	12 .6 49	3. 13 9		4. 0 3 0	. 0 0 0		
Inst agr am soci al me dia	.3 15	.0 69	.373	4. 57 6	. 0 0 0	.68 6	1. 45 7
Qua lity of Ser vice	.4 82	.0 82	.481	5. 9 0 9	. 0 0 0	.68 6	1. 45 7

a. Dependent Variable: Purchase Decision

Source: Data processed SPSS Version 25 (2025)

Based on the results of the multicollinearity test, it can be seen that the *tolerance* values for Instagram social media (X1) and Service Quality (X2) variables are $0.686 > 0.10$, respectively, and VIF values are $1.457 < 10.0$. Thus, it can be concluded that there is no multicollinearity in the data.

Heteroscedasticity Test

The heteroscedasticity test was used to test whether the residual variance in the regression model was the same or different between observations. In this study, the test was carried out using a *Scatter Plot* graph. If there is a certain pattern such as points that form waves or widen and then narrow indicates heteroscedasticity. However, if the dots are randomly scattered above and below the zero on the Y-axis without a clear pattern, then heteroscedasticity does not occur.

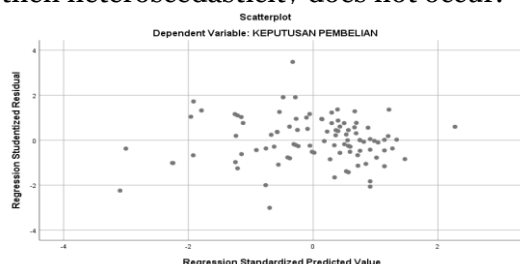


Figure 1. Heteroscedasticity Test

Source: Data processed SPSS Version 25 (2025)

Based on the results of the heteroscedasticity test using *Scatter Plot*, it can be seen that the dots are spread with an unclear pattern above and below or around the number 0 (zero). Therefore, it can be said that the testing in this study did not have a heteroscedasticity problem or it can be said that the data in this study is homoscedasticity.

Autocorrelation Test

The autocorrelation test is used to determine whether or not there is a violation of the classical assumption of autocorrelation in linear regression models. The test was carried out using the *Durbin-Watson* (DW test) by comparing the DW value obtained with the interpretation guidelines. The *Durbin-Watson* criteria are as follows:

Table 5. Durbin-Watson Test Interpretation Guidelines (DW test)

Criteria	Remarks
<1,000	There is Autocorrelation
1,000-1,550	No Conclusion
1,550-2,460	No Autocorrelation
2,460-2,900	No Conclusion
>2,900	There is Autocorrelation

Source: Algifari : (2017:88)

Table 6. Multicollinearity Test Model Summary^b

Mod els	R	R Squ are	Adjus ted R Squar e	Std. Error of the Estimate	Durb in- Wats on
1	.75 6a	.572	.563	4.311 15	1.897

a. Predictors: (Constant), Quality of Service, Instagram Social Media

b. Dependent Variable: Purchase Decision

Source: Data processed SPSS Version 25 (2025)

Based on the results of the autocorrelation test using the *Durbin-Watson* test (DW test), it is known that the DW value is 1.897 which is between the interval of 1.550 – 2.460. So it can be concluded that the variable data in this study does not have autocorrelation.

T test

The t-test is used to find out whether each partially independent variable has a significant influence on the dependent variable. In this study, a significance level of 5% (0.05) and a degree of freedom (df) of $n-k$ were used, and decision-making was carried out by comparing the value of t calculated with the t table. The provisions of t in the table were obtained with $\alpha = 0.05$ and $df = 97 - 2 = 95$ (t table 1.985).

When viewed from the distribution of the t -value of the table with the following criteria:

- If the value t is calculated $> t$ of the table, then H_0 is rejected and H_a is accepted so that it can be concluded that partially the independent variable has a significant effect on the dependent variable.
- If the value of t is calculated $< t$ of the table, then H_0 is accepted and H_a is rejected so that it can be concluded that partially the independent variable does not have a significant effect on the dependent variable.

If the decision making based on the significance value is as follows:

- If it is significant > 0.05 , then H_0 is accepted and H_a is rejected so that it can be concluded that partially the independent variable does not have a significant effect on the dependent variable.
- If it is significant < 0.05 , then H_0 is rejected and H_a is accepted, so it can be concluded that partially the independent variable has a significant effect on the dependent variable.

Table 7. Test Instagram Social Media on Purchase Decisions Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
1. (Constant)	17.991	3.501		5.138	.000
Instagram social media	.542	.066	.642	8.172	.000

a. Dependent Variable: Purchase Decision
Source: Data processed SPSS Version 25 (2025)

Based on the results of the t-test (partial) it shows that the significance value for the Instagram Social Media variable (X_1) to the Purchase Decision (Y) is t -value calculated $8.172 > t$ table 1.985 with a significance of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. This shows that partially, Instagram social media has a positive and significant effect on Purchase Decisions.

Table 8. Testing the Quality of Service on Purchase Decisions Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	21.603	2.699		8.003	.000
Quality of Service	.691	.074	.690	9.298	.000

a. Dependent Variable: Purchase Decision
Source: Data processed SPSS Version 25 (2025)

Based on the results of the t-test (partial) it shows that the significance value for the variable of Service Quality (X_2) to the Purchase Decision (Y) is a t-value calculated $9.298 > t$ table 1.985 with a significance of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. This shows that partially, the Quality of Service has a positive and significant effect on the Purchase Decision.

Test F

The F test is used to determine whether the variables Instagram social media (X_1) and Service Quality (X_2) together have a significant effect on the Purchase Decision variable (Y). In this study, a significance criterion of 5% (0.05) was used, namely comparing F calculation with F table with the following conditions:

- If the value of F is calculated $> F$ table, then H_0 is rejected and H_a is accepted, so that it can be concluded that simultaneously the independent variable has a positive and significant effect on the dependent variable.
- If the value of F is calculated $< F$ of the table, then H_0 is accepted and H_a is rejected, so it can be concluded that simultaneously the independent variable has no significant effect on the dependent variable.

To determine the value of F of the table using a formula with the condition $df = (n-k-1)$, then $(97-2-1) = 94$ is obtained. So, the obtained F table = 3.093 and can be said to be significant if the value of F is calculated $> F$ table with a $sig < 0.05$.

**Table 8: Instagram Social Media F Test and Service Quality on Purchase Decisions
NEW ERA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2333.245	2	1166.622	62.769	.000
	Residual	1747.755	94	18.582		

Model		Sum of Squares	df	Mean Square	F	Sig.
	ual	085	4	86		
	Total	4080.330	96			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Quality of Service, Instagram Social Media

Source: Data processed SPSS Version 25 (2025)

Based on table 4.29. The results of the F (simultaneous) test obtained an F value of $62.769 > 3.093$ F tables, with a significance level of $0.000 < 0.05$. Thus, H_0 is rejected and H_a is accepted, meaning that the Instagram Social Media variable (X_1) and the Service Quality variable (X_2) simultaneously have a positive and significant effect on the Purchase Decision (Y).

DISCUSSION

The Influence of Instagram Social Media on Purchase Decisions

Based on the results of simple linear regression analysis, the regression equation $Y = 17.991 + 0.542 X_1$ was obtained. The value of the correlation coefficient between the Instagram Social Media variable (X_1) and the Purchase Decision variable (Y) is **0.642**, which shows a strong relationship between the two variables. Meanwhile, the value of the determination coefficient (R^2) of **0.413** showed that 41.3% of the variation that occurred in the Purchase Decision variable was influenced by Instagram social media, while the remaining 58.7% was influenced by other variables. Based on the hypothesis test using the t-test, the result was obtained that the calculated t-value was greater than the t-table, which was $8.172 > 1.985$, with a significance level of $0.000 < 0.05$. These results show that H_0 is rejected and H_a is accepted, which means that there is a partial positive and significant influence between Instagram social media on consumer Purchase



Decisions at *Jersey Waysport Apparel Jombang Convection*, South Tangerang City.

The Effect of Service Quality on Purchase Decisions

Based on the results of simple linear regression analysis, the regression equation $Y = 21.603 + 0.691 X_2$ was obtained. The value of the correlation coefficient between the Service Quality variable (X_2) and the Purchase Decision variable (Y) is **0.690**, which shows a strong relationship between the two variables. Meanwhile, the value of the determination coefficient (R^2) of **0.476** showed that 47.6% of the variation that occurred in the Purchase Decision variable was influenced by Service Quality, while the remaining 52.4% was influenced by other variables. Based on the hypothesis test using the t-test, it was obtained that the calculated t-value was greater than the t-table, which was **9.298 > 1.985**, with a significance level of $0.000 < 0.05$. These results show that H_0 is rejected and H_a is accepted, which means that there is a positive and partially significant influence between Service Quality on consumer Purchase Decisions at *Jersey Waysport Apparel Jombang Convection*, South Tangerang City.

The Influence of Instagram Social Media and Service Quality on Purchase Decisions

Based on the results of multiple linear regression analysis, the regression equation $Y = 12.649 + 0.315 X_1 + 0.482 X_2$ was obtained. The value of the correlation coefficient between the Instagram Social Media variable (X_1) and Service Quality (X_2) with the Purchase Decision variable (Y) was **0.756**, which shows a strong relationship between the independent and dependent variables. Meanwhile, the value of the determination coefficient (R^2) was **0.563**, showing that 56.3% of the variation that occurred in the Purchase Decision variable was influenced by Instagram social media and Service Quality, while the remaining 43.7% was influenced by other variables. Based on the hypothesis test using the f test, the result was obtained that the calculated f value

was greater than the f table, which was **62.769 > 3.093**, with a significance level of $0.000 < 0.05$. These results show that H_0 is rejected and H_a is accepted, which means that there is a positive and partially significant influence between Instagram social media and Service Quality on Consumer Purchase Decisions at *Jersey Waysport Apparel Jombang Convection*, South Tangerang City.

CONCLUSION

There is a positive and significant influence between Instagram social media on Consumer Purchase Decisions at *Jersey Waysport Apparel Jombang Convection*, South Tangerang City. This is proven by the results of simple linear regression analysis which shows the regression equation $Y = 17.991 + 0.542 X_1$. The magnitude of the correlation coefficient is **0.642** which belongs to the strong category. Meanwhile, the value of the determination coefficient was **41.3%**, meaning that the Instagram Social Media variable was able to explain 41.3% of the variation in Purchase Decisions, while the remaining **58.7%** was influenced by other variables. In addition, the hypothesis test using the t-test showed that the calculated t-value was greater than the table t (**8.172 > 1.985**), with a significance value level of $0.000 < 0.05$.

There is a positive and significant influence between Service Quality on Consumer Purchase Decisions at *Jersey Waysport Apparel Jombang Convection*, South Tangerang City. This is proven by the results of simple linear regression analysis which shows the regression equation $Y = 21.603 + 0.691 X_2$. The magnitude of the correlation coefficient is **0.690** which belongs to the strong category. Meanwhile, the value of the determination coefficient was **47.6%**, meaning that the Service Quality variable was able to explain 47.6% of the changes or variations that occurred in the Purchase Decision, while the remaining **52.4%** was influenced by other variables. In addition, the hypothesis test using the t-test showed that the calculated t-value was greater than the table t (**9.298 > 1.985**) with a significance value level of $0.000 < 0.05$.



There is a positive and significant influence between Instagram social media and Service Quality on Consumer Purchase Decisions at *Jersey Waysport Apparel Jombang Convection*, South Tangerang City. This is proven through the results of multiple linear regression analysis which shows the regression equation $Y = 12.649 + 0.315 X_1 + 0.482 X_2$. The magnitude of the correlation coefficient is **0.756** which belongs to the strong category. Meanwhile, the value of the determination coefficient was **56.3%**, meaning that the Instagram social media and Service Quality variables were able to explain 56.3% of the changes or variations that occurred in the Purchase Decision, while the remaining **43.7%** were influenced by other variables. In addition, the hypothesis test using the f test showed that the calculated f value was greater than the f table (**62.769 > 3.093**) with a significance value level of $0.000 < 0.05$.

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