

ABSTRACT

The emergence of the Internet and technology has profoundly altered the world and caused a global shift in how people doing their everyday lives. This progress was also followed by the development of the media. Media is a tool that can help humans in their daily needs and activities, which in nature can make it easier for anyone who uses it. The fast growth of internet technology and social media has enabled customers to fulfill their desires and requirements virtually, resulting in an increase in electronic commerce. The purpose of this study is to investigate the impact of Instagram as Marketing Media on Purchase Decision in HMNS Perfume.

This study analyze how social media marketing and electronic word of mouth affect purchase decision through brand image as an intervening variable. Quantitative method using questionnaire has been applied to test the correlation between the variables in the study and to achieve the determined objectives. This study uses Nonprobability Sampling (Purposive Sampling) which is one of the techniques in Nonprobability Sampling was chosen to determine the sample taken from the population with a certain consideration. There are 100 respondent who participated in this study The data analyzed using Structural Equation Modeling (SEM) with Analysis Moment of Structural (AMOS) become the tool programs.

From this study, it was obtained data that Social Media Marketing has a positive influence and significant effect on Brand Image, Electronic Word of Mouth has a positive influence and significant effect on Brand Image, Brand Image has a positive influence and significant effect on Purchase Decision. So all hypotheses from this study can be accepted. Although the hypothesis is acceptable, there is suggestions for future research, it can be suggested to increase the number of other independent variables that can affect the dependent variable so the results will better and more complete.

Keywords: Internet, Digital Marketing, Social Media Marketing, Electronic Word of Mouth, Brand Image, Purchase Decision

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