THE EFFECT OF SOCIAL MEDIA MARKETING ON INSTAGRAM TOWARDS PURCHASE INTENTION & PURCHASE DECISION OF ERIGO PRODUCTS

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ABSTRACT
The rapid growth of Instagram usage in Indonesia has transformed how brands connect with consumers, making it a vital platform for marketing and brand engagement. This shift is accompanied by an increase in online shopping behavior, accelerated by the post-pandemic environment, which has made consumers more comfortable with digital transactions and purchasing products online. Additionally, the high competition within the fashion industry has driven local brands to adopt innovative digital marketing strategies to stand out and attract consumers. Erigo, a leading local fashion brand, has effectively utilized Instagram to enhance brand visibility and engage directly with its target audience. This study aims to analyze the impact of Social Media Marketing (SMM) on Instagram on purchase intention and purchase decision for Erigo products. A quantitative approach was employed, gathering data from 210 respondents who have interacted with Erigo's Instagram content. Structural Equation Modeling (SEM) with Partial Least Squares (PLS) was utilized to test the hypotheses. The analysis results indicate that SMM on Instagram significantly enhances both purchase intention and purchase decision, demonstrating the importance of engaging and interactive content in driving consumer behavior. These conclusions suggest that strategic use of Instagram not only increases consumer interest but also effectively drives actual purchases, highlighting the value of digital marketing strategies in maintaining competitiveness and fostering growth in Indonesia's fashion market.
Keywords: *Social Media Marketing, Instagram, Purchase Intention, Purchase Decision, Erigo.*

ABSTRAK
Pertumbuhan pesat penggunaan Instagram di Indonesia telah mengubah cara berand terhubung dengan konsumen, menjadikannya platform yang penting untuk pemasaran dan *brand engagement*. Perubahan ini diiringi dengan peningkatan perilaku belanja daring, dipercepat oleh lingkungan pasca-pandemi yang membuat konsumen lebih nyaman dengan transaksi digital dan pembelian produk secara daring. Selain itu, persaingan yang ketat dalam industri mode telah mendorong merek-merek lokal untuk mengadopsi strategi pemasaran digital inovatif agar dapat menonjol dan menarik konsumen. Erigo, sebuah merek fesyen lokal terkemuka, telah memanfaatkan Instagram secara efektif untuk meningkatkan visibilitas merek dan berinteraksi langsung dengan audiens targetnya. Penelitian ini bertujuan untuk menganalisis dampak *Social Media Marketing* (SMM) di Instagram terhadap niat pembelian dan keputusan pembelian produk Erigo. Pendekatan kuantitatif digunakan dalam penelitian ini, dengan mengumpulkan data dari 210 responden yang telah berinteraksi dengan konten Instagram Erigo. *Structural Equation Modeling* (SEM) dengan *Partial Least Squares* (PLS) digunakan untuk menguji hipotesis. Hasil analisis menunjukkan bahwa SMM di Instagram secara signifikan meningkatkan niat pembelian dan keputusan pembelian, yang menegaskan pentingnya konten yang menarik dan interaktif dalam mempengaruhi perilaku konsumen. Kesimpulan ini menunjukkan bahwa penggunaan strategis Instagram tidak hanya meningkatkan minat konsumen tetapi juga secara efektif mendorong pembelian nyata, menyoroti nilai strategi pemasaran digital dalam mempertahankan daya saing dan mendorong pertumbuhan di pasar fesyen Indonesia.
Kata Kunci: *Social Media Marketing, Instagram, Purchase Intention, Purchase Decision, Erigo.*

INTRODUCTION

In today's era of globalization, technology and information are advancing rapidly alongside the changing times (Sulistiyo et al., 2020). The internet is one of the most widely used services globally, with a continually growing user base (Staniewski, 2022). This is proven by a report from Data Indonesia, the number of internet users in Indonesia reached 221 million people in 2024. This figure represents a 2.8% increase compared to the previous period, which had 215 million users. This number of internet users accounts for 79.5% of Indonesia's total population of 278.7 million people. This internet penetration rate is 1.31 percentage points higher than last year's 78.19%. Many internet users in Indonesia utilize it for commerce, thereby fostering industry growth thanks to the internet's presence. One common use of internet technology is through social media, which serves as a channel widely used by producers to market their products (Sulistiyo et al., 2020).

The ability of social media to facilitate connections, information acquisition, and purchases has rendered it an indispensable aspect of contemporary consumer life. In this new environment, businesses are utilizing a multitude of social media channels to connect and interact with consumers, implementing a range of marketing methods (Nanda et al., 2017). Shimp & Andrews (2012) define social media as web-based and mobile technologies that facilitate the conversion of textual communication into interactive text. Furthermore, businesses may refer to social media as "consumer-generated media." The overarching objective of social media is to provide value for users by fusing technology and interpersonal communication. As a consequence of their perception of the information source as more trustworthy than company-sponsored communication via conventional marketing, a significant proportion of consumers utilize different forms of social media to gather information (Aji et al., 2020).

According to (Putri et al., 2022), many companies have turned to social media to market their products, seeing it as a cheaper and more effective way to promote them. Using social media for promotion aims to attract customers to buy products. Thanks to rapid technological advances, consumers can easily access information about products. One of the strengths of social media is its ability to foster interaction among customers, allowing them to communicate with each other more easily.

Instagram has recently undergone impressive increase in popularity as a medium of communication for businesses to deliver their commercial messaging (Rietveld et al., 2020). According to data from Demand Sage, as of 2024, Instagram had 2.4 billion users worldwide, making it one of the most popular social media networks. This places Instagram as the fourth most popular social media platform worldwide, behind Facebook, YouTube, and WhatsApp. As of January 2024, Indonesia had over 105 million Instagram users. According to this statistic, Indonesia is the fourth most Instagram-friendly nation worldwide.

The most recent statistics from We Are Social indicate that in 2024, Instagram was the second most popular social media network in Indonesia, with 85.3% of the country's users. This represents a decline from the previous year, when 86.5% of the population utilized Instagram. The high percentage of Indonesian Instagram users indicates an opportunity for businesses to promote their products through the Instagram platform.

Another phenomenon that has occurred is the increase in online shopping behavior after the pandemic. Ningrum & Hayuningtias (2022) stated that the COVID-19 pandemic has had a significant impact on Indonesian society, one of which is the change in lifestyle marked by an increase in online shopping behavior. Online shopping allows people to easily obtain goods to meet their needs. This shift has led people who used to shop in offline stores to transition to various digital platforms such as e-commerce, social media marketing, and e-payment via smartphones for their purchases. Online shopping is a modern system that has become popular among consumers due to its convenience and speed in transaction processing. It is particularly beneficial for consumers who want to meet their needs but are too busy with time-consuming activities (Puspita, 2024).

The fashion industry has been around for thousands of years since people began using textiles. It has grown alongside society, adding economic value and material importance to human life. Today, it continues to be a significant part of our lives and a popular area of study, especially in our modern, technology-driven world (Sandunima, 2024). Fashion is characterized by notable items such as clothes, accessories, and footwear (Oniku & Joaquim, 2022). According to Kristiawan & Keni (2020), clothing is a fundamental human necessity that must be fulfilled. It is important for everyone to pay attention to their attire because how people choose to dress holds significance for both men and women alike. Another study by Hadi & Ritonga (2023) explained that fashion isn't just about clothing and accessories to protect or cover the body, but also about identity and social status for the wearer.

Currently, the fashion industry in Indonesia is rapidly developing. According to information from ekonomi.republika.co.id, on Tuesday (24/10/2023), Minister of Tourism and Creative Economy, Sandiaga Uno revealed that Indonesia's creative economy sector, including the fashion subsector, contributed Rp 1,300 trillion to Indonesia's GDP. Fashion occupies the second position with a contribution of 17 percent, following the culinary sub sector which contributes 43 percent.

According to a survey data from Statista, fashion products (clothing and footwear) were ranked first as the most popular items purchased online in Indonesia as of January 2023, accounting for 70.13%. This was followed by beauty & personal care products at 49.73%, and food & beverage at 40.8%. This indicates that there is a high interest in purchasing fashion products online in Indonesia. This also shows that there is a high competition between businesses in the fashion industry.

One of the local fashion brands that is currently on the rise is Erigo. Erigo, an Indonesian brand, produces a variety of clothing and accessories, including hoodies, t-shirts, jackets, hats, jeans, and more. Founded by Muhammad Sadad in 2010, who currently serves as the CEO, Erigo initially offered products with batik and ikat designs. However, due to low demand, Sadad shifted Erigo's focus to casual clothing. This change led to a series of challenges

and successes, ultimately establishing Erigo as a prominent brand. Apart from being successful nationally, this brand can even go international. According to information from Bisnis Style, Erigo is the only local brand that is invited to the world's most famous fashion event, namely at New York Fashion Week Spring/Summer 2023.

One of Erigo's mediums for marketing its products is through Instagram. Through its Instagram account, namely @erigostore, with a total of 2.5 million followers, Erigo conducts social media marketing on Instagram by posting visually appealing content that showcases their latest clothing collections and fashion styles. Erigo engages with followers through interactive stories, influencer collaborations, and user-generated content, creating a strong community around their brand. Additionally, Erigo uses Instagram ads to reach a broader audience and drive traffic to their online store.

According to survey data from GoodStats, Erigo was ranked first as the favorite local fashion brand of Indonesian society in 2023, as many as 27.6% of respondents liked Erigo products. Meanwhile, others like the 3Second brand as much as 23.8%, the Hijup and Roughneck brands at 10.7% and 10.3%. Apart from that, the remaining 27.6% chose various answers that they chose. Some choose Eiger, Nimco, Jiniso, Benhill, Everbest, Heymale, and many others. This shows that Indonesian consumers choose to use Erigo products rather than other brands,and indicate the high level of purchasing interest and purchasing decisions for Erigo products.

Besides being a leading local fashion brand in Indonesia, Erigo also dominates in terms of Instagram followers. Based on the data, Erigo has 2.5 million followers, significantly surpassing its closest competitors. Hijup has 1.2 million followers, while both 3Second and Roughneck have 1.1 million followers each. This substantial difference indicates Erigo's strong brand presence and popularity on social media, suggesting a higher level of consumer engagement and visibility. The large follower base likely enhances Erigo's influence on purchase intentions and purchasing decisions, supporting the findings of this study that underscore the impact of social media marketing on consumer behavior towards Erigo products.

The main responsibility of Erigo is to provide valuable clothing that meets the needs and preferences of its customers. By focusing on offering high-quality, fashionable items that resonate with current trends, Erigo ensures customer satisfaction and loyalty, which is crucial for driving purchases. This focus on value is key to their marketing strategy, as it reinforces the brand's image as a provider of both style and substance in the clothing industry. Erigo's strategy by using social media marketing through Instagram can drive

purchases, as consumers perceive Erigo products as essential for meeting their fashion needs while offering great value.

Given its profound impact on consumer purchasing behavior, social media has witnessed a notable surge in utilization in recent years for the discussion and promotion of new and existing products (Park et al., 2021). As posited by Aji et al., (2020), social media marketing initiatives exert a direct influence on consumers' inclinations to make purchases. A study by Hardiyanto et al., (2020) on consumer intentions to purchase hijab fashion products revealed that social media marketing on Instagram and product quality influence purchase intention. Prior to making a purchasing decision, consumers were found to consider the ongoing accessibility of information provided by vendors, compelling promotions, and interactions between buyers and sellers. Dewi et al., (2022) stated that using social media marketing, a brand can greatly impact purchase intention. A different study has indicated that social media marketing has a significant impact on purchase intention (Dermawan et al., 2022). This study reveals that as customers engage with brands and receive information through social media, they establish connections with the brands, subsequently fostering brand loyalty and purchase intent.

In a study conducted by Wikantari (2022), it was found that the decisions consumers make regarding purchases are positively correlated with social media marketing. Companies believe that social media marketing enhances the value, efficacy, and efficiency of presenting a product or brand to customers, enabling them to assess the product or brand before making a purchase decision (Putri et al., 2022). The influence of packaging, social media marketing, and electronic word-of-mouth on local brand purchasing decisions is examined by Kristiawan & Keni, (2020). The findings of this research indicate that purchase choices are positively and significantly influenced by the availability of information via social media, particularly in the context of product information provided by local fashion brand enterprises. Another study from Riaz et al., (2020) stated that customers find it easier to finalize their buying decision because of interaction activity on social media. The more effective your social media marketing is, the greater the likelihood of influencing purchasing decisions. It is commonly believed that the use of social media marketing enhances the value, efficacy, and efficiency of presenting a product or brand to customers, thereby enabling them to assess the product or brand before making a purchase decision (Putri et al., 2022).

Purchase interest is an important factor in determining purchasing decisions. According to Toor et al., (2017), purchase intention serves as a crucial indicator for assessing consumer behavior

because it can predict how likely a consumer is to buy a product. By making a purchasing decision for a product, it can be based on purchase intention, as purchase intention is one of the processes where if a consumer has the intention to buy a product that is seen and offered attractively, it will become a purchasing decision for a product or service (Paramita et al., 2022). This statement has been proven by researchers (Sari, 2020), (Putri et al., 2022), and (Komalasari et al., 2021) who claim that purchase intention has a positive correlation with the formation of purchasing decisions.

According to Databoks report, as of December 2023, West Java maintains its status as the most populous province in Indonesia, accounting for 49.9 million individuals or 17.78% of the overall population. Following closely are East Java with 41.64 million people (14.83%) and Central Java with 38.13 million people (13.58%). This makes West Java have the potential for consumer buying interest and buying decisions in the fashion industry. The higher the population in an area, the greater the demand for clothing products and this will have a good impact on fashion industries because the sales potential is big.

Additionally, information obtained from Bisnis Style, West Java has become a hub for the fashion industry in Indonesia. According to data from Tokopedia, West Java experienced a significant increase in the number of sellers and fashion MSME transactions, nearly doubling in the third quarter of 2021 compared to the previous year. The strong support for fashion education and a creative, tech-savvy community have made West Java a national fashion trendsetter, which potentially influences consumers' purchasing decisions for local fashion products like Erigo.

Badan Pusat Statistik (BPS) published statistical data that shows how Indonesia's population is divided into age groups. This data is the result of the release of the 2020 Population Census. According to the provided data, Generation Z, born between 1997 and 2012, represents around 74.93 million people, or 27.94% of the population. This generation is still in their early teens. Millennials, those born between 1981 and 1996, were followed by around 69.38 million people. Millennials make up the second largest population, representing 25.87%. The two age groups are suitable samples for this study because the dominance of these two age groups can represent the dominating population in Indonesia.

RESEARCH METHOD

The research employs a quantitative method as defined by Haryono (2012), where the goal is to address social problems by analyzing measurable variables using statistical techniques. This study uses a descriptive and verification approach to investigate behavioral patterns observed in Erigo's Instagram social media marketing. Data is collected through surveys using structured questionnaires distributed online. Respondents are selected from the millennial and Z generations in West Java, particularly those familiar with Erigo's social media. The questionnaire employs a Likert scale to gauge respondents' agreement with various statements. Data from these surveys will be processed using SmartPLS, a statistical software that supports models with many variables without requiring large sample sizes, making it a fitting choice for this research. SmartPLS enables the evaluation of both the measurement model (outer model) and the structural model (inner model).

The primary data for this research comes from surveys targeting respondents within the defined criteria, while secondary data is gathered from existing literature like books, reports, and journals. Purposive sampling is used, meaning only individuals who meet specific criteria—millennials and Gen Z who have encountered Erigo's Instagram marketing and purchased Erigo products online—are included. This method of sampling, while targeted, does not allow for generalization of findings to the broader population. The sample size is determined based on Hair et al. (2021), which suggests that it should be five to ten times the number of indicators. With 39 indicators and 3 latent variables, the study aims to collect data from at least 210 respondents to ensure sufficient sample size for valid SEM analysis.

The research's data collection method includes a literature review and fieldwork through online surveys. The questionnaire, distributed via Google Forms, focuses on respondents' interactions with Erigo's social media marketing and its impact on their purchase intentions and decisions. The SmartPLS software is used to evaluate the measurement model, assessing the validity and reliability of the constructs. Tests such as convergent validity, discriminant validity, and internal consistency reliability ensure that the data meets the necessary standards. For instance, convergent validity requires that the average variance extracted (AVE) for each construct exceeds 0.50, while internal consistency reliability is measured using Cronbach's alpha and composite reliability. The final step in the model evaluation involves analyzing the path coefficients and R^2 values, which indicate the strength and significance of the relationships between variables in the structural model.

RESULT AND DISCUSSION

Social Media Marketing Instagram

In this section, the Social Media Marketing variable that consists of 5 dimensions will be explained, namely Entertainment, Interaction,

Customization, Word-of-mouth, and Trendiness as proposed by Kim & Ko (2012).

Entertainment

Table 1. Respondents' Responses to Entertainment

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I find the content on Erigo's Instagram interesting.	3	9	4	129	65	4.16	Good
I find it fun to collect information on Erigo products through Erigo's Instagram.	6	4	10	112	78	4.20	Good
I spent a long time looking at Erigo's Instagram content.	6	5	9	116	74	4.18	Good
Mean Score						4.18	Good

Erigo's Instagram content is highly regarded by its audience, as reflected in the average score of 4.16 for its engaging and visually appealing posts. The respondents find the content interesting due to modern visuals, relatable fashion themes, and the frequent posting of fresh content. Erigo also utilizes a code-mixing strategy in its captions, combining Indonesian and English, which enhances its relatability and reflects global influences. This bilingual approach not only modernizes the brand image but also strengthens its connection with a broader audience, making it trendy and approachable. Overall, these factors contribute to the effectiveness of Erigo's Instagram content in appealing to its target market.

The second statement shows that respondents enjoy collecting information on Erigo products through Instagram, with a high average score of 4.20. This indicates that users are not just passive viewers but are actively seeking product details through the platform. Erigo's frequent posts about sales promotions, new arrivals, and product highlights encourage followers to stay informed while maintaining a fun browsing experience. The mix of entertainment and information provides a positive user experience, fostering interaction and engagement. This dynamic helps Erigo effectively communicate product updates while simultaneously building brand loyalty through a well-rounded, enjoyable experience for its followers.

Lastly, respondents tend to spend a considerable amount of time on Erigo's Instagram, as indicated by the average score of 4.18. This can be attributed to Erigo's effective content marketing, which includes vibrant product imagery, relatable captions, and engaging promotions like "Buy 1 Get 1 Free." These elements are designed to capture and retain user attention, resulting in increased browsing time and potential impulse purchases. Erigo's

content strategy successfully combines entertainment, product information, and visual appeal, making its Instagram a compelling platform that encourages both interaction and product exploration. Through this approach, Erigo not only enhances purchase intentions but also solidifies brand loyalty among its followers.

Interaction

Table 2. Respondents' Responses to Interaction

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I find it possible to exchange opinions or have conversations with other users through Erigo's Instagram.	4	7	11	99	89	4.24	Good
I find Erigo's Instagram admin regularly interacting with fans and followers.	3	7	7	105	88	4.27	Very Good
I find it easy to share information contained in Erigo's Instagram content to my friends.	3	8	10	102	87	4.24	Good
Mean Score						4.25	Very Good

Erigo's Instagram fosters a highly interactive environment among its users, as reflected in the responses to the first statement with an average score of 4.24. This indicates that users frequently exchange opinions and engage in conversations about Erigo's products, facilitated by features like the comments section. Erigo's active engagement with its followers, such as replying to comments and encouraging discussions through caption questions, contributes significantly to this interaction. The comments section not only serves as a platform for users to share feedback but also creates a community space, enhancing overall user experience and promoting brand engagement.

In terms of the second statement, which focuses on the interaction between Erigo's Instagram admin and followers, the respondents show a high level of agreement, with an average score of 4.27. The active and responsive nature of Erigo's admin team is perceived positively, contributing to a sense of connection among followers. Features such as personalized replies and frequent use of Instagram Stories for Q&A sessions further strengthen this engagement. This responsiveness fosters a loyal community, with followers feeling valued and connected to the brand, which is a key element in social media marketing and community-building strategies.

The third statement highlights the ease with which users share Erigo's Instagram content,

supported by a score of 4.24. Respondents find the content not only engaging but also easily shareable, enhancing interaction and broadening the reach of Erigo's messaging. The shareability of posts, often containing visually appealing images of new collections, promotional campaigns, and limited-time offers, contributes to this. Instagram's user-friendly interface, particularly features like direct messaging, enables users to share Erigo's content effortlessly, further expanding the brand's visibility within social circles and promoting a wider audience engagement.

Overall, the average score of 4.25 across these statements underscores that Erigo's Instagram is an effective platform for encouraging user engagement. The two-way communication, whether through comment exchanges or direct admin interactions, creates a sense of community among followers. This enhances brand loyalty and contributes positively to Erigo's social media marketing strategy, as followers feel heard, valued, and motivated to interact with the brand. By consistently maintaining an active presence, Erigo successfully strengthens its online community and enhances its overall brand perception.

Customization
Table 3. Respondents' Responses to Customization

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I can easily access the information I need because of the guidance offered on Erigo's Instagram	7	4	9	123	67	4.14	Good
I find that Erigo's Instagram provides interesting feed information that I am interested in.	6	3	8	103	90	4.28	Very Good
I feel that Erigo's Instagram provides purchasing recommendations that suit my needs.	2	8	13	97	90	4.26	Very Good
Mean Score						4.22	Good

Erigo's Instagram is highly appreciated by its followers for its ease of access to information, as indicated by the responses in Table 3. With an average score of 4.14, the respondents agreed that they can easily find the product information they need thanks to the guidance provided on the platform. The use of Instagram Highlights and categorized product collections enhances navigation, making it straightforward for users to locate items or details they are looking for. This clear organization,

combined with the use of Instagram's features like stories and posts, ensures followers can quickly and efficiently access relevant information.

The second statement in the table highlights that Erigo's Instagram feed is considered interesting and engaging by its followers, with a high average score of 4.28. The brand's feed is visually appealing, often featuring high-quality images, videos, and creative captions that capture users' attention. Erigo successfully maintains interest through regular updates that include product highlights, fashion lookbooks, and exclusive promotions. Followers appreciate the fresh and trendy content, which is not only aesthetically pleasing but also informative, providing users with a reason to stay engaged with the brand's posts over time.

In terms of product recommendations, respondents feel that Erigo's Instagram effectively offers suggestions that match their preferences, as shown by an average score of 4.26. This indicates that Erigo tailors its content to align with the specific needs and tastes of its audience. By promoting products based on seasonal trends and particular occasions, the brand ensures that its recommendations are relevant and useful. This personalized approach helps strengthen the connection between the brand and its followers, making the shopping experience more satisfying and targeted to individual preferences.

The overall mean score of 4.22 reflects that Erigo's Instagram is perceived as well-customized in terms of providing accessible information, engaging content, and personalized recommendations. The platform's strategy of using Instagram features to deliver content tailored to its audience ensures that users have a positive and personalized experience. This customization enhances customer satisfaction by ensuring that followers receive relevant and interesting information while interacting with Erigo's Instagram, ultimately helping to build loyalty and engagement with the brand.

Erigo's Instagram profile is showcased to highlight the brand's effective use of social media customization, particularly through the Instagram Highlights feature. Customization in social media marketing is crucial for creating relevant content that resonates with the audience, and Erigo exemplifies this by categorizing its content to enhance user accessibility. The Highlights feature is divided into distinct categories, such as "T-SHIRT," "SWEATSHIRT," and "NYFW," ensuring that followers can easily navigate and find specific products or event-related content that interests them.

By organizing its Instagram Highlights into clear and focused categories, Erigo improves the user experience and enhances its social media marketing strategy. The structure allows users to

quickly access different product lines or explore the brand's key events without needing to search extensively. This use of customization not only improves the efficiency of Erigo's social media presence but also strengthens its ability to keep followers engaged and connected with the brand.

Word-of-mouth

Table 4. Respondents' Responses to Word-of-mouth

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I would recommend my friends to visit Erigo's Instagram	4	6	11	122	67	4.15	Good
I would like to pass out information about Erigo products from Erigo's Instagram to my friends.	6	5	7	101	91	4.26	Very Good
I would like to share my Erigo purchasing experience with other users on Instagram.	2	8	4	121	75	4.23	Good
Mean Score						4.21	Good

The data from Table 4 highlights the strong potential for word-of-mouth (WOM) marketing through Erigo's Instagram, as evidenced by the respondents' high levels of agreement with various statements about recommending and sharing content. The first statement reveals that the majority of respondents are likely to suggest Erigo's Instagram to their friends, with an average score of 4.15. This positive response suggests that users find the content engaging enough to recommend, and this recommendation can be attributed to visually appealing product images, promotional activities, and easy-to-navigate features on the platform. These elements contribute to enhancing Erigo's visibility as more users are encouraged to explore the brand through peer recommendations.

Further supporting this is the second statement, where respondents expressed a strong willingness to share product information from Erigo's Instagram, scoring an average of 4.26. This suggests that the brand's content is designed to be shareable, making it easy for users to inform their friends about new products and promotions. Shareable features, like promotional content and exclusive deals, increase the likelihood of social media users spreading Erigo's message within their circles. As a result, this WOM marketing not only fosters a stronger connection between the brand and its audience but also helps expand Erigo's influence through organic user interactions and social shares.

In addition to recommending and sharing content, the third statement shows that respondents

are inclined to share their own purchasing experiences with Erigo on Instagram, with a score of 4.23. This reflects a high level of engagement, where users feel comfortable sharing their personal experiences publicly, often motivated by Erigo's frequent reposts of user-generated content. Such interactions encourage customers to share more and engage with the brand on a deeper level. These reposts act as informal testimonials, where users showcase how they wear Erigo products, which in turn motivates others to do the same. This strategy not only promotes brand loyalty but also drives further user interaction on social media.

The overall average score of 4.21 across these statements indicates that Erigo has successfully created an Instagram presence that fosters strong user engagement and positive WOM marketing. Through a combination of visually appealing content, shareable promotions, and active engagement with its followers, Erigo has cultivated a loyal community that amplifies its reach. Users frequently recommend the brand and share their experiences, contributing to Erigo's growing presence on Instagram. The brand's strategy of leveraging user-generated content and peer recommendations serves as a powerful tool for building trust, expanding visibility, and driving ongoing growth on social media platforms.

Trendiness

Table 5. Respondents' Responses to Trendiness

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I find the content on Erigo's Instagram always follows the latest trends.	8	2	6	105	89	4.26	Very Good
I believe the product information shared on Erigo's Instagram is the latest information	7	4	5	77	117	4.39	Very Good
I followed Erigo's Instagram to stay updated with the latest fashion trends.	8	3	2	93	104	4.34	Very Good
Mean Score						4.33	Very Good

Based on Table 5, the respondents' responses to the first statement show that they agree that the content on Erigo's Instagram always follows the latest trends, with an average score of 4.26. This suggests that the majority of respondents perceive Erigo's Instagram content as up-to-date and aligned with current fashion trends. Erigo frequently updates its Instagram with posts about new collections, seasonal fashion, and on-trend designs. The brand's involvement in high-profile events, such as their participation in New York Fashion Week, is also

prominently featured on their feed, reinforcing their position as a trendsetter. By regularly highlighting the latest streetwear and fashion-forward styles, Erigo appeals to its audience's desire to stay updated with current fashion

Regarding the second statement, the table shows that the respondents believe that the product information shared on Erigo's Instagram is the latest information, with an average score of 4.39. This high level of agreement indicates that most respondents trust Erigo's Instagram as a reliable source for the newest product updates and information. Erigo frequently posts updates about new product releases, exclusive collections, and limited-time offers. Their Instagram feed often includes behind-the-scenes content and product launches, ensuring that followers are kept informed about the newest developments in the brand's offerings.

For the third statement, the table shows that the respondents followed Erigo's Instagram to stay updated with the latest fashion trends, achieving an average score of 4.34. This implies that a significant portion of respondents use Erigo's Instagram as a primary source to keep informed about the latest developments in fashion, demonstrating the platform's effectiveness in trendsetting. Erigo's posts, which often highlight the latest styles and how to wear them, serve as a lookbook for followers seeking fashion inspiration. The brand's consistent updates on new streetwear designs and fashion innovations reinforce Erigo's status as a trend-driven brand that its audience relies on for fashion advice.

Overall, the mean score of 4.33, indicates that respondents generally have a positive perception of trendiness on Erigo's Instagram. These findings suggest that Erigo's Instagram effectively maintains its relevance by consistently offering trendy content and the latest product information, keeping its audience engaged and informed about the newest developments in the fashion world. This plays a crucial role in Erigo's social media marketing strategy, ensuring that the brand stays aligned with its target market's expectations for up-to-date and fashionable content.

Purchase Intention

In this section, the Purchase Intention variable that consists of 4 dimensions will be explained, namely Transactional Interest, Referential Interest, Preferential Interest, and Exploratory Interest as proposed by Ferdinand in Setiawan (2018).

Transactional Interest

Table 6. Respondents' Responses to Transactional Interest

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I have an interest in purchasing Erigo products that are promoted on Erigo's Instagram.	5	7	7	101	90	4.25	Very Good
I considered purchasing Erigo products promoted on Erigo's Instagram.	4	6	14	121	65	4.12	Good
I plan to purchase Erigo products that are promoted on Erigo's Instagram.	3	7	11	131	58	4.11	
Mean Score						4.16	Good

The study's findings indicate that consumers show significant interest in purchasing Erigo products promoted on Instagram. The first statement reveals a strong transactional interest, with an average score of 4.25. This high score suggests that the visually appealing content and exclusive offers on Erigo's Instagram effectively capture users' attention. The transactional interest refers to the initial desire to purchase a product after seeing its promotion, and in this case, Erigo's promotional strategies have succeeded in sparking that desire. The captivating posts and timely promotions on Instagram play a pivotal role in drawing consumers toward the brand.

In the second statement, respondents actively consider purchasing Erigo products based on Instagram promotions, achieving an average score of 4.12. This suggests that consumers move from mere interest to seriously contemplating a purchase. This step is vital in the decision-making process, where consumers evaluate the product's benefits before committing. Erigo's Instagram posts provide sufficient details and persuasive content to push consumers toward considering a purchase. This stage in the consumer journey emphasizes the importance of well-crafted promotional content that not only draws attention but also prompts deeper engagement with the product.

Finally, the third statement shows that respondents plan to purchase Erigo products, with an average score of 4.11. This reflects a progression from interest and consideration to actual purchase planning, a crucial indicator of purchase intention. Erigo's Instagram content, with its limited-time offers and special promotions, encourages followers to take action. The overall mean score of 4.16 underscores that Erigo's Instagram marketing is highly effective in engaging consumers at different stages—interest, consideration, and purchase planning. Instagram thus proves to be a powerful tool in guiding consumers from interest to intent,

aligning with the broader concept of purchase intention.

Referential Interest

Table 7. Respondents' Responses to Referential Interest

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I feel encouraged to tell others about the Erigo products I saw on Instagram.	5	6	22	107	70	4.10	Good
I will often recommend Erigo products to my friends after seeing them on Instagram.	2	9	12	112	75	4.19	Good
I feel confident to recommend Erigo products to others after seeing them on Instagram.	6	5	14	123	62	4.10	Good
Mean Score						4.13	Good

Based on Table 7, the respondents' responses to the first statement show that they feel encouraged to tell others about Erigo products they saw on Instagram, with an average score of 4.10. This indicates that the majority of respondents are motivated to share information about Erigo products with others, reflecting strong referential interest. This suggests that Erigo's Instagram content motivates users to share product information with their social circles, indicating strong referential interest. The combination of trendy fashion content, engaging visuals, and exclusive promotions likely drives this behavior, as users feel enthusiastic about spreading the word on the latest Erigo products. This encourages followers to actively recommend the products to others.

For the second statement, the table shows that the respondents indicated that they would often recommend Erigo products to their friends after seeing them on Instagram, achieving an average score of 4.19. This suggests that users feel inclined to recommend Erigo products to their friends after viewing the brand's Instagram content. The high level of recommendation can be attributed to the positive brand perception generated through Erigo's posts. Whether it's limited-time offers, collaborations with influencers, or trendy styles, the content shared by Erigo seems to resonate with users, making them feel confident to endorse the products within their social networks.

Regarding the third statement, the table shows that the respondents feel confident recommending Erigo products to others after viewing them on Instagram, with an average score

of 4.10. This implies that the high confidence in recommending Erigo products suggests that users trust the brand's quality and appeal based on the content they see on Instagram. Erigo's consistent engagement through reposting customer photos, showcasing influencer collaborations, and highlighting user experiences likely contributes to this trust, making people feel secure in recommending the products to others.

Overall, the total mean score of 4.13, indicates that respondents exhibit a high level of referential interest in Erigo products promoted on Instagram. These findings show that Erigo's Instagram content is not only engaging but also encourages users to share and recommend the products to others, thereby enhancing word-of-mouth marketing. This strong referential interest helps amplify Erigo's brand visibility and credibility through organic promotions, as users become ambassadors by endorsing the brand to their social circles.

Preferential Interest

Table 8. Respondents' Responses to Preferential Interest

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I chose Erigo products as my primary option after seeing Erigo's Instagram.	5	5	13	130	57	4.09	Good
I am more interested in choosing Erigo products compared to other brands after seeing Erigo's Instagram.	2	10	13	100	85	4.22	Good
I tend to purchase Erigo products rather than other brands after seeing Erigo's Instagram.	3	9	14	123	61	4.10	Good
Mean Score						4.13	Good

Based on Table 8, the respondents' responses to the first statement show that they chose Erigo products as their primary option after seeing Erigo's Instagram, with an average score of 4.09. This suggests that a significant number of respondents prioritize Erigo products over other brands after being exposed to its Instagram content. This preference is likely driven by Erigo's well-curated posts that highlight trendy and fashionable collections, making the brand stand out as the primary choice for fashion-conscious consumers. The frequent display of new arrivals, seasonal collections, and style inspiration helps solidify Erigo as a go-to brand for followers.

Regarding the second statement, the table shows that the respondents expressed more interest in choosing Erigo products compared to other brands after viewing Erigo's Instagram, achieving an average score of 4.22. This statement indicates that Erigo's Instagram content significantly enhances brand preference. Erigo's focus on consistent product updates, exclusive collaborations, limited-time promotions, and influencer partnerships helps create a strong sense of brand loyalty.

The third statement shows that the respondents tend to purchase Erigo products rather than other brands after seeing them on Instagram, with an average score of 4.10. This implies that many users tend to choose Erigo over other brands after engaging with the brand's Instagram content. This consistent preference highlights the brand's ability to maintain relevance through consistent product updates, customer engagement, and promotional campaigns that resonate with its audience.

Overall, the mean score of 4.13, indicates that respondents generally show a strong preferential interest in Erigo products promoted on Instagram. These findings highlight the effectiveness of Erigo's Instagram in fostering brand preference and influencing purchase decisions in favor of their products.

Exploratory Interest

Table 9. Respondents' Responses to Exploratory Interest

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I looked for product information available on Erigo's Instagram to support my purchasing decision.	6	4	18	105	77	4.16	Good
I searched for customer product reviews on Erigo's Instagram to support my purchasing decisions.	4	8	8	111	79	4.20	Good
I searched for product sales offerings on Erigo's Instagram to support my purchasing decisions.	7	4	4	120	75	4.20	Good
Mean Score						4.18	Good

Based on Table 9, the respondents' responses to the first statement show that they looked for product information available on Erigo's Instagram to support their purchasing decision, with an average score of 4.16. This suggests that a majority of respondents rely on the information

provided by Erigo's Instagram to help them make informed purchase choices. The posts about product details, pricing, and availability help users gather information necessary for making informed choices. Erigo's effective use of product highlights and detailed captions likely plays a significant role in providing users with the necessary data they seek when considering a purchase.

For the second statement, the table shows that the respondents searched for customer product reviews on Erigo's Instagram to support their purchasing decisions, achieving an average score of 4.20. This shows that many users find value in seeking customer reviews on Erigo's Instagram to aid their purchasing decisions. While Erigo itself may not directly post detailed reviews, the frequent sharing of user-generated content, such as reposts of customers wearing their products or influencers showcasing their outfits, serves as a form of informal review. This type of content helps potential buyers gauge product quality and fit through real-world usage, enhancing confidence in purchasing decisions.

The third statement shows that the respondents searched for product sales offerings on Erigo's Instagram to support their purchasing decisions, with an average score of 4.20. This indicates that a significant number of users look to Erigo's Instagram for promotions and discounts before making a purchase. Erigo often shares limited-time offers, seasonal sales, and special discounts, which are critical for price-conscious buyers. The regular use of Instagram Stories and posts to announce flash sales and exclusive deals makes the platform an essential tool for users seeking cost-effective shopping options.

Overall, the mean score of 4.18, indicates that respondents generally have a strong exploratory interest in Erigo products promoted on Instagram. The platform serves as a key resource for users to gather product information, customer reviews, and sales promotions, which significantly influences their purchasing interest. These findings demonstrate the effectiveness of Erigo's Instagram in providing relevant information that aids consumers in their decision-making processes, making it an essential component of their social media marketing strategy.

Purchase Decision

In this section, the Purchase Decision variable that consists of six dimensions will be explained, namely Product choice, Brand choice, Dealer choice, Time purchase, Purchase amount, and Payment method proposed by Kotler & Keller (2016).

Product choice

Table 10. Respondents' Responses to Purchase Decision

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I bought Erigo products because of positive reviews from other customers.	6	6	7	109	82	4.21	Good
I bought Erigo products because the product quality is good.	5	7	7	114	77	4.19	Good
Mean Score						4.2	Good

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I bought Erigo products because of my trust in Erigo rather than other brands.	5	7	5	92	101	4.31	Very Good
I bought Erigo products because it suits my preferences rather than other brands.	6	6	6	111	81	4.21	Good
Mean Score						4.26	Very Good

Based on Table 10, the respondents' responses to the first statement show that the respondents bought Erigo products because of positive reviews from other customers, with an average score of 4.21. This indicates that customer reviews play a significant role in influencing the purchase decisions of Erigo consumers. These reviews act as social proof, validating the quality and value of the products, which increases trust and drives potential customers to purchase a product. In the context of Erigo's Instagram, customer reviews are a vital element, and their visibility in comments or posts contributes to shaping potential buyers' decisions.

For the second statement, the table shows that the respondents indicated that they purchased Erigo products because of the perceived good product quality, achieving an average score of 4.19. This high level of agreement emphasizes that product quality is another crucial factor influencing purchasing decisions. Product quality is a critical driver in consumer purchase decisions. Erigo's strategy of showcasing high-quality visuals and product details on its Instagram page helps convey the premium quality of its products, thereby supporting the perception of quality that leads to purchases. Respondents recognize that Erigo products meet their expectations, affirming that quality assurance is a decisive factor in finalizing a purchase, supported by positive feedback on Erigo's Instagram posts.

Overall, the mean score of 4.2, indicates that respondents generally have a positive perception of Erigo products, influenced by positive reviews and perceived product quality. This perception, heavily influenced by positive reviews and product quality, reinforces the purchase decision process, showing the effectiveness of social proof and product quality in Erigo's Instagram marketing strategy.

Brand choice

Table 11. Respondents' Responses to Purchase Decision

Based on Table 11, the respondents' responses to the first statement show that they chose to buy the Erigo brand over other brands because of their trust in the Erigo brand, with an average score of 4.31. This indicates that trust plays a crucial role in influencing the purchase decisions of Erigo customers. Erigo's Instagram content reinforces this trust by consistently featuring high-quality visuals of products, user-generated content, and reposts from satisfied customers. These elements showcase the authenticity of the brand and its widespread positive reception among users. Additionally, collaborations with influencers and participation in high-profile events (such as New York Fashion Week) further boost Erigo's credibility and reliability. Followers trust the brand because of its ability to stay current with global fashion trends while maintaining a strong, relatable presence through continuous engagement with the community.

Regarding the second statement, the table shows that the respondents chose to buy the Erigo brand over other brands because it suits their preferences, achieving an average score of 4.21. This high level of agreement suggests that this reflects that Erigo's products align closely with consumer preferences, particularly in the streetwear fashion segment. Erigo's Instagram feed is filled with posts that showcase fashionable and casual styles, which resonate with its audience. The brand often highlights affordable yet trendy collections, frequently offering limited-time promotions and discounts that appeal to followers who are looking for stylish, accessible fashion. Erigo's ability to consistently meet the evolving tastes of its followers—through a blend of casual wear and trendy, limited collections—ensures that it remains a favorite brand choice for its target demographic.

Overall, the mean score of 4.26, indicates that respondents generally have a strong preference for the Erigo brand. These findings underscore the role of trust and the ability to cater to consumer preferences in shaping purchase decisions. Erigo's Instagram content strengthens this by offering a steady stream of trendy fashion options, positive

customer interactions, and promotional events, which keep the brand top-of-mind for consumers seeking fashionable, reliable clothing. This ongoing connection with its audience ensures that Erigo remains a brand of choice for its followers, reinforcing its position in the competitive fashion market.

Dealer choice

Table 12. Respondents' Responses to Purchase Decision

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I bought Erigo products because Erigo has a complete range of products	7	4	2	114	83	4.24	Very Good
I bought Erigo products because of attractive sales offers.	6	6	4	101	93	4.28	Very Good
Mean Score						4.26	Very Good

Based on Table 12, the respondents' responses to the first statement show that they bought Erigo products because of the complete range of products offered by the brand, with an average score of 4.24. This suggests that the variety of product offerings is a significant factor influencing respondents' decision to purchase from Erigo. Erigo's Instagram showcases a comprehensive variety of streetwear products, which caters to the preferences of different consumers. The content frequently features diverse collections, including outerwear, T-shirts, hoodies, pants, and accessories, which allows followers to find a full range of fashion items that suit their style. Erigo also highlights seasonal collections and limited-edition drops, making their Instagram a go-to source for the latest in trendy and casual wear. By presenting these collections visually and consistently, Erigo positions itself as a one-stop shop for all fashion needs, encouraging customers to make their purchases with confidence, knowing they have access to a complete product lineup.

Regarding the second statement, the table shows that the respondents indicated that they bought Erigo products because of attractive sales offers, achieving an average score of 4.28. This indicates that sales promotions significantly influence the purchasing decisions of Erigo's customers. On Instagram, Erigo regularly announces flash sales, exclusive discounts, and special offers, which drive urgency among followers. The brand effectively uses Instagram Stories, posts, and countdown timers to inform customers about limited-time deals, such as "Buy 1 Get 1 Free"

promotions or holiday discounts. These promotions create a sense of excitement and encourage users to act quickly, making their Instagram followers feel they're getting a unique opportunity to save on trendy products.

Overall, the mean score of 4.26, indicates that respondents generally value both the comprehensive product range and the appealing sales offers when making purchase decisions for Erigo products. Erigo's ability to consistently showcase a wide variety of fashion-forward items and its frequent use of sales promotions on Instagram make it a compelling brand for consumers looking for both variety and value. By leveraging its Instagram platform to provide followers with exclusive deals and a broad product selection, Erigo enhances its appeal and encourages purchase behavior, aligning its social media marketing strategy with customer expectations.

Purchase Timing

Table 13. Respondents' Responses to Purchase Decision

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I bought Erigo products when there was a certain discount.	5 2.4%	7 3.3%	3 1.4%	123 58.6%	72 34.3%	4.19	Good
I bought Erigo products when there was a certain promotion.	7 3.3%	6 2.9%	7 3.3%	105 50%	88 41.9%	4.28	Very Good
Mean Score						4.23	Good

Based on Table 13, the respondents' responses to the first statement show that they bought Erigo products when there was a certain discount, with an average score of 4.19. This suggests that discounts are a strong motivator for respondents, influencing their decision to purchase Erigo products. Erigo frequently promotes discount campaigns on their Instagram feed and Stories. These include seasonal discountslike the year-end sales, flash sales, or special deals during shopping events such as 11.11 or 12.12. Posts often highlight discounts using countdowns or phrases like "Limited Time Offer" to create a sense of urgency. Followers are encouraged to act fast to secure these exclusive offers. Erigo's clear communication of discount details and visually appealing promotional posts contribute to a high response rate from consumers who are looking for deals on fashionable items.

Regarding the second statement, the table shows that the respondents indicated that they bought Erigo products when there was a certain promotion, achieving an average score of 4.28. This high level of agreement highlights the effectiveness of promotional offers in driving purchase behavior

among Erigo's customers. Erigo frequently runs promotional campaigns on Instagram, including bundle deals, "Buy 1 Get 1 Free" promotions, and exclusive influencer collaborations. These promotions are often accompanied by vibrant visuals, engaging captions, and direct calls to action like "Shop Now" or "Limited Time Only." Erigo also leverages partnerships with influencers to further promote these deals, often seen in Stories and posts where influencers showcase the products and highlight the promotions, further enticing followers to take advantage of the offers.

Overall, the mean score of 4.23, indicates that respondents generally respond positively to time-specific discounts and promotions. Erigo's Instagram plays a pivotal role in driving these purchase behaviors by regularly posting promotional content that is visually engaging and clearly communicates the value of the deal. The use of Instagram Stories, flash sales, and limited-time promotions effectively encourages followers to take immediate action, making promotions and discounts a key component of Erigo's social media strategy for driving sales.

Purchase Amount

Table 14. Respondents' Responses to Purchase Decision

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I bought more than one Erigo product.	5	6	6	118	75	4.20	Good
I bought Erigo products in large quantities.	6	9	6	100	92	4.29	Very Good
Mean Score						4.24	Good

Based on Table 14, the respondents' responses to the first statement show that they bought more than one Erigo product, with an average score of 4.20. This indicates that a significant number of respondents are willing to purchase multiple items from Erigo, suggesting satisfaction with the brand's offerings. Erigo frequently posts complete outfits and capsule collections, where customers are shown how different items can be combined into stylish looks. This inspires consumers to purchase more than one product to achieve a cohesive style. Erigo also promotes product series or matching sets that motivate buyers to purchase a variety of items in one go. These curated looks and complementary items appeal to customers who are looking for an easy way to shop for multiple products, increasing the likelihood of buying more than one item at a time.

Regarding the second statement, the table shows that the respondents indicated that they bought Erigo products in large quantities, achieving

an average score of 4.29. This highlights that a large percentage of customers prefer buying in bulk, which could be driven by Erigo's frequent promotions and special sales events. On Instagram, Erigo regularly promotes bundle deals and seasonal discounts, such as during major sales events like 11.11 or 12.12, where customers are incentivized to buy in larger quantities to take advantage of savings. The use of limited-time offers and promotional codes shared through Instagram Stories and posts also plays a significant role in encouraging bulk purchases. Followers are drawn to the idea of getting more value by purchasing multiple products at once, particularly during these sales periods.

Overall, the mean score of 4.24, indicates that respondents generally have a positive attitude towards purchasing multiple or large quantities of Erigo products. This aligns with Erigo's Instagram strategy of promoting collection-based shopping and bundle deals. Through its Instagram content, Erigo encourages followers to buy multiple items by showcasing how different pieces can be styled together and offering discounts for larger purchases during key sales events. This approach not only drives individual sales but also fosters a higher overall purchase volume per transaction, benefiting both the brand and its customers.

Payment Method

Table 15. Respondents' Responses to Purchase Decision

Questions	Distribution of Respondent Responses					Mean Score	Criteria
	SD 1	D 2	N 3	A 4	SA 5		
I bought Erigo products because of the availability of various payment methods.	8 3.8%	3 1.4%	11 5.2%	100 47.6%	88 41.9%	4.22	Good
I bought Erigo products because the available payment methods are efficient.	4 1.9%	8 3.8%	10 4.8%	100 47.6%	88 41.9%	4.23	Good
Mean Score						4.22	Good

Based on Table 15, the respondents' responses to the first statement show that they bought Erigo products because of the availability of various payment methods, with an average score of 4.22. This suggests that offering multiple payment options significantly influences purchase decisions, making the purchasing process more convenient for customers. Erigo promotes a variety of payment options in their Instagram content to cater to customer preferences. These options often include credit/debit cards, e-wallets like OVO, GoPay, ShopeePay, and bank transfers, which are mentioned during major promotional campaigns such as 11.11 and 12.12 sales. On Erigo's Instagram, followers are

frequently reminded of the ease and flexibility of payments when shopping via the Erigo website or partnering platforms like Shopee. This variety ensures that customers can choose their preferred payment method, which in turn makes the purchase process more seamless, enhancing their overall shopping experience.

Regarding the second statement, the table shows that the respondents indicated that they bought Erigo products because the available payment methods are efficient, achieving an average score of 4.23. This high level of agreement highlights the importance of not only having diverse payment options but also ensuring that these methods are user-friendly and efficient. Erigo's Instagram frequently informs customers about fast and seamless payment processes, emphasizing secure and quick checkouts via their website or affiliated shopping platforms like Shopee. The brand ensures that payments are processed efficiently, reducing any potential barriers to purchase, especially during high-traffic sales events like 11.11, where rapid transactions are crucial. The availability of multiple efficient payment methods ensures customers can make purchases without any delays or issues, enhancing the overall shopping experience.

Overall, the mean score of 4.22, indicates that respondents generally appreciate the variety and efficiency of payment methods provided by Erigo. These features are crucial in ensuring smooth and convenient purchasing experiences. Through its Instagram content, Erigo frequently informs customers about the variety of payment methods available and the ease of transactions, especially during promotional events and new collection launches. By offering multiple payment solutions that are easy to use and widely accessible, Erigo builds customer confidence in their purchasing process, leading to higher conversions and customer satisfaction.

Social Media Marketing Instagram towards Purchase Intention

The analysis results of this study demonstrate that Social Media Marketing (SMM) on Instagram significantly influences Purchase Intention. The path coefficient of 0.833, t-statistic value of 13.732, which exceeds the critical value of 1.96, and a p-value of 0.000, which is less than the significance level of 0.05, confirm the acceptance of the alternative hypothesis. These findings indicate that effective SMM strategies implemented on Instagram play a critical role in shaping consumer purchase intentions.

Instagram, being a highly visual and interactive platform, provides an ideal environment for brands like Erigo to engage with their target audience. Features such as Instagram Stories, IGTV, and Reels offer dynamic ways for brands to present content that is not only visually appealing but also

interactive, making consumers more likely to engage with and respond positively to the brand. For example, Instagram Stories allow Erigo to share time-sensitive promotions, behind-the-scenes content, and interactive polls, creating a sense of immediacy and personal connection with followers. IGTV and Reels, on the other hand, enable Erigo to share longer video content and creative clips that highlight product features, styling tips, and customer testimonials, which further enhance brand appeal and consumer engagement.

The significant impact of Social Media Marketing on Instagram on Purchase Intention can be attributed to the platform's ability to foster a sense of community and connection among users. By actively engaging with followers through comments, direct messages, and interactive content, Erigo can build strong relationships with consumers, enhancing brand loyalty and trust. This ongoing interaction helps to keep the brand top-of-mind, making followers more likely to consider Erigo products when making purchasing decisions.

These findings highlight the importance of maintaining a well-planned and strategic approach to social media marketing on Instagram. By continuously creating engaging, relevant, and authentic content, Erigo can strengthen its connection with its audience, ultimately driving higher purchase intentions. This underscores the critical role that Instagram plays in the modern marketing landscape, where consumer engagement and interaction are key drivers of brand success.

Social Media Marketing Instagram towards Purchase Decision

The analysis results of this study shows that Social Media Marketing (SMM) strategies conducted on Instagram positively and significantly affect Purchase Decision. The path coefficient is 0.325, with a t-statistic of 2.464, higher than the critical value of 1.96, and a p-value of 0.000, indicating statistical significance. Although the influence of SMM on the final purchase decision is moderate, it still confirms the impact of Instagram marketing in guiding consumers toward making purchase decisions.

Instagram's interactive nature allows Erigo to create engaging experiences that resonate with consumers, providing ample opportunities for the brand to connect with potential buyers. The use of features like Stories, Reels, and in-app shopping links enables Erigo to not only showcase their products but also provide a seamless path from discovery to purchase. These tools facilitate consumer engagement by offering interactive elements like clickable links, product tags, and direct calls-to-action, encouraging consumers to explore and purchase products without leaving the platform. This seamless integration of engagement and commerce is critical in nudging consumers from

simply intending to buy to actually making a purchase.

The moderate yet significant impact of Social Media Marketing Instagram on Purchase Decisions highlights the importance of continuous engagement and trust-building activities on Instagram. By maintaining a consistent presence and actively engaging with followers through replies to comments, direct messages, and customer service interactions, Erigo can foster a sense of trust and reliability. Trust plays a crucial role in converting purchase intentions into actual purchases, as consumers are more likely to buy from brands they feel connected to and confident in. The ability to provide real-time customer support and personalized interactions also helps address any concerns or questions consumers might have, further encouraging them to proceed with their purchase decisions.

These findings underline the need for Erigo to maintain a strategic and integrated approach to its social media marketing efforts on Instagram. By leveraging the platform's features to facilitate seamless transitions from engagement to purchase, and by continuously building consumer trust and connection, Erigo can enhance its ability to convert potential customers into actual buyers. This approach not only drives immediate sales but also builds long-term customer relationships, reinforcing Erigo's position in the market.

Purchase Intention towards Purchase Decision

The results of this study indicate that Purchase Intention has a significant and positive effect on Purchase Decision for Erigo products. The path coefficient is 0.643, with a t-statistic value of 4.947, which is greater than the critical value of 1.96, and a p-value of 0.000, indicating a highly significant relationship. These findings confirm the acceptance of the alternative hypothesis, showing that when consumers have a strong intention to purchase, they are more likely to follow through with an actual purchase decision. This underscores the importance of cultivating robust purchase intentions through effective marketing strategies.

The strong relationship between Purchase Intention and Purchase Decision is consistent with the theoretical framework suggesting that consumer intentions are powerful predictors of actual behavior. When consumers express a strong intention to purchase Erigo products, influenced by engaging and persuasive social media interactions, they are more likely to convert these intentions into actions. This correlation underscores the importance of cultivating strong purchase intentions through effective social media marketing strategies. For Erigo, this means ensuring that the content shared on Instagram not only captures attention but also inspires confidence and excitement about their

products, which drives consumers to follow through with a purchase.

Moreover, the role of social proof, such as user reviews and testimonials shared on Instagram, plays a crucial role in reinforcing purchase intentions and pushing them toward purchase decisions. Consumers often look for validation from other users before making a purchase, and positive feedback can significantly increase their confidence in proceeding with the transaction. By showcasing customer satisfaction and real-life product usage, Erigo can effectively bridge the gap between intention and decision, making the transition from interest to action smoother and more compelling.

These findings emphasize the critical role that purchase intention plays in driving actual sales. For Erigo, it is essential to continue focusing on strategies that strengthen consumer intention through engaging, trustworthy, and authentic content on Instagram. By aligning marketing efforts with consumer expectations and providing consistent, positive interactions, Erigo can effectively convert high purchase intentions into purchase decisions, thus achieving higher conversion rates and sustained business growth.

CONCULSION

This study highlights the significant role of social media marketing on both purchase intention and decision-making for Erigo products, particularly through Instagram. It reveals that Instagram's engaging and visually appealing content effectively influences consumers' purchase intentions by presenting trendy and attractive information, increasing brand appeal. However, the impact on the actual purchase decision is weaker, as while Instagram enhances intention, it does not always translate directly into sales. Nonetheless, consumers who regularly interact with Erigo's content develop trust, which increases the likelihood of making a purchase. Moreover, the research confirms that purchase intention has a moderate influence on the final purchase decision. When consumers have a strong intention to buy, driven by informative and appealing social media content, they are more likely to complete the transaction. This underlines the crucial role of digital marketing in shaping both consumer intention and decision-making in the modern marketplace.

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