

ABSTRACT

During the Covid 19 pandemic, people used Instagram to find information about the transmission of the Covid 19 virus. Nexcare Company provided information about Covid 19 and the use of masks on Instagram @nexcareindonesia. Instagram is used to reach audiences widely and effectively. The research objective was to see the effect of social media information from Instagram @nexcareindonesia for purchase decision masks as prevention of transmission of Covid 19. In this study variable independent is information and variable dependent is purchase decision. Dimensions variable information is accurate, on time, completeness, and conformity. This study uses Instagram followers @nexcareindonesia as respondents. Data collection using a random sampling technique. The research method uses quantitative. Quantitative is applied to test the impact between two variables to describe the involvement of social media information Instagram @nexcareindonesia on mask purchase decisions. In knowing the power of predictions in seeing the causality relationship using simple linear regression analysis. The results showed there was a positive influence on social media information @nexcareindonesia towards purchase decision of masks as an effort to prevent the transmission of Covid 19 is 0,782. The effect of information had a significant effect on mask purchasing decisions.

Keywords: Influence of Information, Instagram, Purchase Decision