

Abstract

The fashion industry in Indonesia has experienced significant development. This is due to the phenomenon of digitalization which makes it easy for all enthusiasts. Social media as a means of finding information that can bring producers closer to consumers so that producers are easy to spread content containing products and a space for consumers to assess the brand of a brand. Research methods ; In this study, using PLS (partial least square) to analyze the data of 178 respondents who were taken by followers of Roughneck 1991 who had bought sales, the questionnaire was distributed in the form of a google form that had certain criteria. This study gives the results that Instagram content variables affect purchasing decisions which are mediated by product knowledge and brand image. The researcher suggests to the next researcher to change the brand image variable as a mediation into brand trust.

Keywords : Brand Image, Instagram Content, Product Knowledge, Purchase Decision