ABTRACT

Indonesia is one of the countries with the largest population of internet users in the world, with a total of 204.7 million people. The development of the internet has transformed the way companies promote their products to consumers. One popular platform for marketing is Instagram. Instagram enables companies to creatively showcase their products on the platform. One such company that utilizes Instagram as a means of marketing their products is Erigo Apparel. The aim of this research is to determine the significant influence of online advertising through Instagram and pricing on purchasing decisions. This study employs a quantitative method with a descriptive approach, utilizing nonprobability sampling techniques with a total sample size of 150 respondents. Data collection is conducted through the distribution of questionnaires to Erigo consumers in Bandung City. The data analysis method employed in this research is multiple linear regression, processed using SPSS21 software. The results of the descriptive analysis show that Online Advertising through Instagram has a score of 76.85%, pricing has a score of 77.45%, and Purchase Decisions have a score of 77.58%, all categorized as good. Based on the results of the multiple linear regression analysis, which indicates a positive relationship, and the hypothesis testing results, which indicate a significant influence of online advertising through Instagram and pricing on purchasing decisions, both partially and simultaneously. The final coefficient of determination is 62.1%, indicating that these variables account for 62.1% of the variation in purchasing decisions, while the remaining 37.9% is influenced by other variables not included in the research model.

Keywords: Online Advertising, Instagram, Pricing, Purchase Decisions.