

ABSTRACT

In today's digital era, internet-based information technology is developing rapidly, and many industries are using it for a business, including social media as a promotional tool. Flowerry.forist uses Instagram social media to market and develop its products, as the platform is effective in reaching consumers. However, Flowerry.forist has a problem in sales, namely a decrease in product sales. Based on the pre-survey at the beginning, the purchase decision is influenced by the promotion. The purpose of this study is to find out and analyze how consumers respond to the promotions carried out by Flowerry.forist, how consumers make purchasing decisions on Flowerry.forist products, and the magnitude of the influence of promotions on the purchase decision of Flowerry.forist products.

This study uses a quantitative method with a descriptive type of research. The sampling technique was carried out by the non-probability sampling method of the purposive sampling type, with a total of 100 respondents. The data analysis technique uses descriptive analysis and simple linear regression.

The results of the descriptive research show that the influence of promotion on the purchase decision of Flowerry.forist products is included in the good category. The results of simple regression showed that the promotion variable had a partially significant effect on the purchase decision variable with a determination coefficient value of 46.4%, the rest had an influence of 53.6% caused by other factors that were not included in this study. Based on the results of the research, the researcher suggested that Flowerry.forist should always pay attention, evaluate, and improve sales promotions because this has a significant effect on the ups and downs of product purchase decisions.

Keyword: *Instagram, Promotion, Customer, Ppurchase Decition*