CHAPTER II
LITERATURE REVIEW

2.1 Theoretical Foundations and Previous Research

2.1.1.1 Definition of Marketing Management

According to Astuti & Amanda, (2020:15). Marketing management is the art and science of selecting a target market and reaching, retaining and growing customers by creating, delivering and communicating superior customer value. The process of marketing management itself includes various activities ranging from market research, product or service development, proper pricing, promotion, to distribution. Marketing also involves analyzing competitors and *changing trends* in the market to help companies make better decisions in an effort to maintain and increase their market share. With effective marketing, companies can build strong brands, attract new customers, and maintain the loyalty of existing customers, all of which contribute to the company's long-term success.

According to Ferrell & Hartline, (2019:10). Marketing is a series of strategies and activities used by companies to identify, reach, and influence potential and existing customers with the aim of promoting, selling, and maintaining their products or services. It involves market research to understand customer needs and preferences, appropriate product development, competitive pricing, effective promotion, as well as efficient distribution. Marketing also includes competitor analysis and evaluation of market trends to make informed decisions. In the digital age, marketing also involves utilizing technology and *online platforms* to reach a wider audience and accurately measure campaign results (Kotler & Armstrong, 2021:27).

In addition, marketing also reflects a paradigm shift in modern business, where customers play an increasingly important role. With a good marketing strategy, companies can create a positive customer experience, build long-term relationships, and achieve their financial goalsZeithaml, (2019). Therefore, marketing is not just a promotional activity, but a holistic approach that involves various elements in an organization to achieve sustainable business success.

According to Kotler & Keller, (2022:27). Explaining that marketing management is a managerial and social process to select the target market and acquire, retain and grow customers through creation, delivery and also communicate superior customer value. According to Suparyanto and Rosad (2020:22). Marketing management is the process of analyzing, planning, organizing, and managing a program that includes conceptualizing, pricing, promoting, and distributing a product or service.

From some of the definitions above, it can be concluded that the definition of marketing management is a process that has started with a planning, control, pricing, distribution and promotion to grow from customers and benefit the company by building close relationships.

2.1.1.2 Marketing Management Function

The marketing function includes providing information about products to the target market that can influence purchase decisions. The marketing functions according to (Muhammad Ridho Anwar, 2023:43-46) include:

1. *Planning*
   Planning is the process of determining organizational goals, creating strategies to achieve them, and making work activity plans.
2. *Organizing*
   Organizing is the process of preparing or allocating organizational resources in accordance with the company's goals as stated in the company's vision and mission, organizational resources, and the company's business environment.
3. *Actuating*
   Actions that aim to encourage each member of the group to achieve goals in accordance with the organization's management plan and efforts.
4. *Controlling*
   Controlling or evaluating onboarding performance is one of the management tasks.

2.1.1.3 Marketing Management Objectives

According to Kotler and Keller, (2019:15). There are several sets of tasks that define marketing management as follows:

1. Business survival.
   Good marketing will improve the company in an unlimited period of time in the future.
2. Maximum profits.
   With good marketing management, the company will land profits in accordance with the company's vision and mission.
3. Ongoing growth.
   An ability of a company to improve the overall economy of a company or an economic system for the same industry.
4. Job creation.
   With the increase in the economy and demand for companies, companies will create jobs to increase the number of employees to meet consumer needs.
5. Investment and business development, and so on.

Developing investments or other assets to provide profits in the future to achieve certain goals.

2.1.1.4 Types of Marketing

Marketing Marketing has several types as per the goals and desired outcomes of the company or organization. According to Shinta, (2021:15-16). Types of marketing include:

1. *Word of Mouth Marketing*
   A marketing strategy in which information or recommendations about a product, service, or brand are disseminated through conversations, recommendations, or reviews from individuals to others, usually orally or through communication *platforms* such as social media.
2. *Public Relation Marketing*
   Many companies are working with the media to increase brand awareness (product awareness) of their products and the benefits that consumers can get when buying those products.
3. *Relationship Marketing*
   An effective way to market a product by building a relationship with consumers, or relationships. In other words, when a company has consumer loyalty, consumers voluntarily buy the company's new products.

2.1.1.5 7P Marketing Mix Theory (7P Marketing Mix)

According to Sumarni in Porwani & Rochmawati, (2021:18-20). Saying that *Marketing Mix* is a combination of variables or activities that are the core of the marketing system. Marketing mix is a concept in the form of variables that business actors use to make marketing programs more effective and can influence responses or provide satisfaction to consumers so that they get consumers in the long term and are more loyal.

According to Rahmadina, Lina Revilla Malik, and Kautsar Eka Wardhana (2023:80-81). There are 7 components in the marketing mix, namely *Product, Price, Promotion, Place, Process, Physical Evidence* which are used as strategies to achieve the goals of marketing activities. The marketing mix strategy will be described one by one as follows:

1. **Products**:
   A product is everything that can be sold in the market to be able to meet a need or desire, including goods and services, experiences, events, individuals, locations, properties, organizations, information, and thoughts.
2. **Pricing**:
   The definition of a product is a single value of money or other measures (including other goods and services) that can be exchanged for possession or use of a good or

service.

3. **Venue**:
   Manufacturers today do not directly sell their products to consumers in the *modern* economy. Instead, they use various stages of intermediaries to expand their market share.
4. **Promotions**:
   In marketing their goods or services, promotion is one of the most important components of marketing.
5. **People**:
   Everyone who works in the presentation of services has the ability to influence the perception of buyers, including the company's customers, customers.
6. **Process**:
   The company's efforts in running to meet customer needs.
7. **Physical**:
   Physical is another factor that influences a customer's decision to purchase and use the services offered.

2.1.2 Definition of *Influencer Marketing*

According to Lie Shearent, *(2022:20). Influencer marketing* is a strategic way of marketing techniques using a person or figure with a large number of followers through social media which has an impact on the behavior of its followers so that it can increase sales of a product brand. So it can be concluded that *this Influencer* is someone who is on social media and has a large number of followers so that he can encourage others to make a purchase that has been affected by the seduction of the *influencer* they follow.

Meanwhile, according to Agustin & Amron (2022:51), *influencer marketing* is a strategy in marketing activities by utilizing social media as a place for promotion by using someone who is believed to be influential for other people who follow it. These *influencers* usually come from artists, celebrities, youtubers, and bloggers.

Based on the understanding put forward by these experts, it can be concluded that Existence *influencer marketing* is a benefit of a marketing activity, the author can conclude that the use of *influencer marketing* It is very helpful for a business in building buying interest in consumers. With the existence of *influence* The marketing objectives used by a business are greatly simplified in the matter of introducing products that are marketed on social media. And also the benefits of *influence* It can promote a particular product or service to a wide audience on social media. The *influence* It also usually has a sizable or large follower base and is active in several *platform* like *Instagram, YouTube, TikTok, or blogs* themselves.

2.1.2.1 Dimensi *Influencer Marketing*

According to Kelman in his work Shimp & Andrews (2019:14), there are several aspects or dimensions that influencers must have *in order to convey an effective message. These dimensions include:*

1. *Credibility* (*The Process of Internalization*)
   Credibility deals with whether a person is inclined to trust the message. Information that is considered trustworthy, the audience goes through a psychological process called a sender or *receiver. Internalization or internalization* occurs when a person experiences common problems experienced by *influencers*. During the internalization process, the audience is placed together with the endorser and encouraged to use the solutions provided by *the influencer*
2. *Attractiveness* (*The Process of Identification*)
   The attractiveness dimension is associated with two indicators, namely *physical attractiveness* and *similarity*. *Influencers* are considered attractive when sharing the similarities they have with the audience. If *an influencer* wants to position himself among the followers, the issue or issues discussed by the influencer must be known to the target audience. Attractiveness is achieved not only by physical attractiveness, but also by other factors such as personality, intellectual ability or perception, and lifestyle. If the underwriter is deemed attractive, the audience will adopt or imitate the underwriter's beliefs, behaviors, habits, interests, or references.

2.1.2.2 Types of *Influencer Marketing*

Many companies have implemented a marketing strategy with the help of *influencers*. Starting from *mega influencers*, namely *influencers* who are quite influential with more than 1 million *followers, mega influencers, macro influencers* to *micro influencers*. So here I will explain a strategy of *digital* marketing with *influencer* influence and also the types of various *influencers*:

1. *Mega Influencer.*
   This type of *influencer* itself has more than 1 million *followers, mega-influencers* are at the top of the hierarchy quite high based on the number of reach and also the number of *followers* themselves. And they can also dominate a fairly wide and diverse audience. Examples of *influencers* who have quite a lot of followers of more than 1 million followers: 1. Raffinagita 2. Nikita Mirzani 3. Baim wong. So companies, especially *skincare companies* that use the services of *influencers*, will be able to reach millions of these audiences.
2. *Macro influencer.*
   Macro influencers are *influencers* with a total of 500,000 to 1 million followers. Even though they have a large number of followers, they cannot be

considered celebrities yet. This is because macro influencers come from various backgrounds, such as social media stars, bloggers, or vloggers.

3. *Micro influencer.*

   Have some number of followers or followers of around 10 thousand people or less. They are effective in promoting products. The advantage of *micro influencers* themselves lies in the level of engagement with their followers. With a good understanding of their followers, *micro influencers* can create content that is relevant to their followers.

2.1.2.3 Influencer *Marketing Indicator*

Some of the Influencer indicators according to Solis, (2019:25) are as follows:

1. Trustworthiness

   The trust indicator refers to the integrity and honesty possessed by *influencer marketing* in recommending certain products or brands. This trust is related to the credibility of *influencer marketing* and how a level of trust from followers in seeing the source of information from the influencer marketing. If *influencer marketing* gets high trust, the greater the influence, the more likely it is to influence a purchase decision.
2. Attractiveness

   The Attractiveness indicator has something to do with the physical appearance and charisma that *influencer marketing* has. Followers can be influenced by the attractiveness of influencer *marketing* and the brand promoted by the *influencer marketing*. In influencer *marketing* that is visually and has an attractive personality and has the potential to influence a purchase decision.
3. Interaction

   Engagement indicators include the engagement and interaction that *influencers make* by following them. *Influencer marketing* that actively interacts with their followers (through comments, messages, and collaborations) can certainly build a stronger relationship between *influencer marketing* and their followers. Closer relationships, follower engagement, and the impact of purchase decisions can increase with the interaction of *influencers and their* followers
4. Sumber Daya (*Sourcer Credibility*)

   Resource indicators relate to the knowledge, abilities, and experience in a particular industry or field possessed by *influencer marketing*. In the eyes of followers, *influencer marketing* has one of the potential to become an authority if *influencer marketing* has rich resources and is competent in the topic they are discussing. The expertise and experience possessed by *influencer marketing* can help in increasing trust and influence on purchasing decisions in consumers.

2.1.2.4 Benefits of *Influencer Marketing*

Some of the benefits of *Influencer Marketing* according to Ratri, (2022:30). are as follows:

1. Increase *Brand Awareness.*
   The objectives of the marketing strategy of the *influence* This is to be able to increase the possibility of reaching a wider target consumer. On the other hand, the *influence* It can also stir the curiosity of the public to find out more about the ongoing campaign, so that more and more people know more about *Brand* or anything offered in the related marketing activity itself.
2. Building Trust
   One of the benefits of using the service *influncer* In marketing activities, it is able to build trust in potential consumers. The existence of a content shared by the *influence* This is on social media to make the company's business look to have a good credibility and value through its testimonials. Then *followers* will have a new view of the product *skincare* itself. In other words, consumers can see the quality of your products through their idols. So indirectly actually *influence* also participate in building public trust in *Brand* Company Products *skincare* itself.

2 Increase Sales
   Ethics of a *influence* trusted to recommend a product or service, then the *followers*It will take into account that the products posted by the *influence* is an attractive option to buy. That's why working with a *influence* in a company's marketing strategy can increase business sales.

2.1.3 Buying Experience

According to Meyer and Schwager in Aulia & Wayuningsih, (2021:29) defines the buying experience as an internal and subjective response that consumers have to direct or indirect contact with a company. Meanwhile, according to Dewi rahayu, (2021:18), "the purchase experience is a personal and subjective consumer response obtained from primary interactions or secondary interactions with companies" usually this primary interaction is caused by the consumer's personal desires. This often happens in the purchasing and service components. Meanwhile, secondary interactions are often related to unplanned meetings, such as product displays, brands, advertisements, and other promotional programs.

Based on the understanding put forward by these experts, it can be concluded that. The buying experience is an internal and subjective response that consumers perceive as a result of direct or indirect interaction with a company. This buying experience is personal and subjective, influenced by primary interactions caused by consumers' personal desires as well as secondary interactions that occur through unplanned encounters such as product displays, brands, advertisements, and other promotional programs. Thus, the purchase experience is a combination of personal and subjective consumer responses in the purchase and service process.

The purchase decision indicator according to Dewi (2020:188), states that the purchase decision has the following dimensions:

1. *Feel experience*

   It a strategy and implementation that is carried out through communication (advertising), products (packaging and content), product identity (*co-branding*), environment, website, and the person offering the product. Every company must have a clear understanding of the strategy of creating feelings through consumption experiences that can move the imagination of consumers according to consumer expectations in order to create a decision to buy. *Feel experiences* also arise because of the results of contact and interaction that develop through feelings and emotions. In addition, it can also display ideas and fun as well as a good reputation for service to consumers. *Feel Experience* aims to drive emotional stimuli as part of feel *strategies* so as to affect consumer emotions and moods.

2. *Think Experience*

   It aims to encourage consumers to be interested and think creatively so as to produce evaluations about the products of the brands they are targeting. *Think experience* refers more to the future, *focus* , *value* , *quality* and *growth* , and can be displayed through inspirational, *high technology*, and surprise.

3. *Act Experience*

   Act experience is a marketing technique to create consumer experiences that are related to the physical body, behavioral patterns, and long-term lifestyle as well as experiences that occur from interactions from others. And lifestyle is a pattern of behavior in life that is reflected in actions, interests and opinions. *Act experience* in the form of lifestyle can be applied by using current *trends* and encouraging the creation of new cultural trends. The purpose of *this act experience* is to give an impression on behavior patterns and lifestyles.

4. *Sense*

   That is the sense possessed by humans as a tool to experience the products and services offered.

2.1.3.1 Factors Affecting the Buying Experience

According to Sonia Oktaviani, Almira Devita and Meidiana Astuti, (2022:39). It says there are several factors that affect the buying experience, namely:

1. ***Accessibility***
   That is the ease with which consumers can contact and access a product, either goods or services, with the easier the access given to consumers, the greater the consumer will also see access that is easy to understand.
2. ***Problem solving***
   That is the customer's feeling that the problem they are experiencing can be helped by the seller. With this, when customers feel that their problems can be solved properly and effectively, they will feel satisfied. This customer satisfaction will be able to increase them to make a return purchase and recommend a place with satisfactory service.
3. ***Value for Time***
   That is the customer's feeling that the time given to them can be appreciated. When providing a fast and efficient service to customers, customers can focus on other things that are important to them. This can increase their productivity and make them feel more satisfied with the service.

2.1.3.2 Factors Affecting the Quality of the Buying Experience

According to, Margaretha Pink Berlianto, (2020:30). Mentioning that there are several factors that can affect customer satisfaction.

1. Customer Service
   By implementing a good customer service can build a good customer trust. When customers feel appreciated, listened to and their problems are handled well, they will feel more confident in the business actor.
2. Products
   Products that have a unique and good product will get a good added value and the product will be able to attract the attention of a customer to be able to increase customer satisfaction.
3. Price
   A price is an important factor in the quality of the purchase experience because it can directly affect the perception of customers towards the value they get.

2.1.3.3 Benefits of Quality of Purchase Experience

According to Seath Godin, (2020:28). It has several benefits from the quality of the purchase experience from customers, namely:

1. Convenience and speed:
   By having a service that can make it easier for customers and have a quick *response*, customers will feel at home with the service they provide.

2. *Clarity and transparency*

   Customers will be more satisfied when the product is advertised or in real life will be an added value to the quality of the purchase experience.
3. *Security.*

   Customers will be happy if the product they buy is not defective in production or defective in the journey that will be delivered to the buyer's address.
4. *Engagement and interaction,*

   Customers will be happier if a business person or *official* from the company the product that the customer buys has an interactivity in convincing customers on their *website* or on their social media and does not have to be continuous to *influencers.*
5. *Personalization.*

   Make customers feel valued and understood for complaining about customer comments on the purchase experience.

2.1.3.4 Buying Experience Indicators

According to Keiningham et al. (2020:29), there are several factors that in measuring the indicators of the purchase experience, namely:

1. Emotional

   Giving a good impression on consumers can create an affective experience related to the product so that it causes a sense of pleasure.
2. Action (*Physical*)

   This strategy is carried out to influence consumers in improving physical experience, lifestyle, and interaction. Consumers will use this product because of outside influences or opinions from within.
3. Panca Indra (*Sensory*)

   Creating *a sensory experience* through sight, touch, feeling, pleasure, satisfaction, process or result obtained. This strategy is carried out by the company so that consumers can be motivated to use a company's products and services and convey customer value.
4. Social

   Having relationships with other people, having social groups such as work, lifestyle and having a broader social identity. The purpose of experiential relationships is to connect consumers with culture and social environments.

2.1.4 Definition of Instagram Marketing Strategy

According to Siti Malikhah, (2023:29). Saying that marketing strategy is the logic of marketing and based on which business units are expected to achieve marketing objectives, marketing strategy consists of making decisions about marketing costs using multiple social *platforms* and network *websites* to promote the products or services of the organization through paid and unpaid means.

According to Winardi, (2021:93). Stating that the marketing strategy used by the company is the result of a combination of various elements of the company. Based on the above understanding, it can be concluded that marketing strategy is a series of activities that are directed to achieve goals and with an innovative and creative mindset, to deal with trends that occur within the company and outside the company, which will affect the interests and future of the company itself.

Based on the understanding conveyed by the figures, marketing strategy is a marketing logic used by business units to achieve marketing goals. Marketing strategy involves making decisions related to marketing costs and the use of social platforms and websites to promote products or services in a paid or unpaid way. In addition, marketing strategy is also the result of the merger of various elements of the company and is a series of directed activities with innovative and creative thinking patterns to deal with various trends both inside and outside the company, which will have an impact on the interests and future of the company itself.

2.1.4.1 Factors Affecting Instagram Marketing Strategy

According to Safarina Harianty, (2022:26). Stating the marketing strategy on *the isntagram* used by the company is the result of combining various elements in a company to increase its sales. And some of the factors that affect the strategy of marketing are:

1. Target Audiens.
   One of the principles of an effective marketing strategy is to be able to understand and target a target customer group of children, adolescents, or the target market of parents.
2. Competitive laskap analysis.
   Understanding this competitive landscape is essential for developing an effective marketing strategy. This can involve analyzing the strengths and longevity of competitors, identifying the target audience, and understanding their marketing approach.
3. Technological Advancement and Digital Marketing.
   The rapid development of technology has significantly affected a marketing strategy. Businesses are increasingly utilizing digital media channels, such as

social media, search engine optimization (*SEO*) and web marketing, thereby helping business people to be able to reach their target audience.

2.1.4.2 Indicators on Instagram Marketing Strategy

There are several studies conducted on Marketing Strategy, a study conducted by As'ad & Alhadid, (2019:25). Produce some of the following indicators:

1. *Online Communities*
   The marketing strategy can be used by a company or type of business activity to build a community for people who are interested in their products. A community spirit that fosters loyalty, encourages discussion, and keeps pace with information is beneficial to business growth and progress.
2. *Interaction*
   In a marketing strategy on social media can make it possible to find some greater interaction with *online communities*, through information that is always *up-to-date* and relevant from customers.
3. *Sharing of content*
   Sharing of content talks about a scope in the exchange between individuals, distribution and reception of content in the rules on social media.
4. *Accessibility*
   Accessibility refers to the ease of access and minimal cost to use social media. Social media is also easy to use and does not require any special skills.

2.1.4.3 Benefits of a Marketing Strategy

There are several benefits of this Marketing Strategy itself:

1. The advantage of building a personal branding through social media is not knowing a trick or pseudo-popularity, because it is the audience that will determine it. Various social media can be a medium for people to communicate, discuss, and even gain popularity on various *social media* platforms.
2. Interact more closely with consumers. Social media offers a more individualized form of communication. Through social media, marketers can learn about the habits of their consumers and have a personal interaction and build deeper attachments.

2.1.5 Definition of Purchase Decision

According to Kotler & Armstrong, (2020:25). Explaining that the purchase decision is the decision-making stage where a person actually buys a product or service.

According to Gunawan (2022:31). A purchase decision is a process where consumers know the problem, looking for information about a particular product or brand. We can conclude that from the understanding of a purchase decision is the action of the consumer to buy or not to buy the product.

Based on the explanations of some of the figures above, it can be concluded that a purchase decision is an action taken by consumers to purchase a desired product or service. Therefore, the purchase decision is a process of selecting several alternative solutions with real follow-up. After that, consumers can make choices and then can determine the attitude to be taken next.

2.1.5.1 Purchase Decision Dimensions and Indicators

According to Alma (2019:36) the dimensions of the purchase decision are as follows:

1. *Need Recognition*, in the recognition of needs, or the recognition of problems, then a person feels a stimulus to buy something. The indicators in this dimension are as follows:
   - Stimuli internal
     Impulses that come from within, for example, a person feels hungry.
   - External stimulus
     Impulses that come from outside, such as wanting to treat friends, or due to certain food advertising factors
2. *Information Research*, searching for information about what to buy, how model, where, etc., then a person looks for information that can be obtained from personal sources such as *family*, friends, neighbors. From commercial sources such as advertisements, salespeople, viewing *displays*. From public sources such as mass media, newspapers, television, radio. And from past experience, having used a product, or seen the product. According to Kotler & Armstrong in Sudaryono (2014) the indicators of this dimension are as follows:
   - Personal sources
     Including family, friends, neighbors, and acquaintances.
   - Commercial sources
     Including advertising, salespeople, middlemen, and packaging.
3. *Evaluation of Alternatives*, in this case consumers are very different evaluations because depending on the choice of product attributes, according to their wishes or not, some are very urgent, some are not so urgent, they can still be postponed next time. Then the brand factor also greatly determines alternatives, because there are consumers who are already fanatical about a brand, it is difficult to switch to another brand. Finally, the consumer's consideration is total satisfaction with the alternatives he takes. There are three important attributes in the evaluation, so the indicators in this dimension are as follows:

- Price
  Price is the attribute of a product or service that is most often used by most consumers to evaluate a product.
- Brand
  A brand is a symbol and indicator of the quality of a product.

4. *Purchase Decision*, the decision to buy, this is the stage that must be taken after going through the stages above. If the consumer makes a decision, he will have a series of decisions regarding the type of product, brand, quality, model, time, price, payment method, etc. Sometimes in this decision-making there are other parties who have the final influence, which must be reconsidered, so that they can instantly change the original decision.

2.1.5.2 Purchase Decision Indicator

According to Gunawan **(2022:31).** Stated that there are four indicators of purchase decisions, namely:

1. Product ChoicesCustomers will choose products that have quality and benefits that are equivalent to the price offered. Therefore, companies must be able to make products that have quality and benefits above their competitors' products.
2. Brand ChoiceCustomers determine and make decisions about which brands customers will buy and usually each individual has a different favorite brand.
3. Satisfaction is the feeling of consumers after using a product or service. Satisfaction can be measured based on the extent to which a product or service meets consumer expectations. Belief
4. Trust is an important factor that influences purchase decisions. Consumer trust in a product or service can be built through various ways, such as brand reputation, testimonials, quality assurance, and good customer service.

2.1.5.3 Purchase Decision Factors

Factors that affect consumer purchase decisions according to Fandy Tjiptono, (2021:20). are as follows:

1. Personal factors. Which includes various aspects such as age, *gender*, ethnicity, income, life cycle stages, family, work, economic situation, lifestyle, personality, and *self-concept*. These aspects are usually used as the basis for market segmentation.
2. Psychological Factors. It consists of four main aspects, namely: perception, motivation, learning, as well as beliefs and attitudes.

2.2 Previous research

In this chapter, the researcher will provide an explanation of some of the previous research related to this study. The purpose of this explanation is to determine the position of the study and explain the similarities and differences between this study and previous studies, which are very important for comparison. The previous research intended by the researcher was:

1. Researcher Fathimah Wardah, (2023). Aiming to analyze the "Analysis of the Influence of *Influencers* on Consumer Buying Interest in JavaMifi Company" in this researcher, the approach taken by the author in this internship report is a qualitative descriptive approach with participatory observation and interview methods. Thus, the researcher analyzed from all marketing activities the influence of influencers on a consumer interest in the javamifi company.
2. Lengkawati & Saputra Research, (2021). Aims to analyze "The Influence *of Influencer Marketing* on Purchase Decisions (Study on Elzatta Hijab Garut)". The results of the study show that the influence *of influencer marketing* on purchase decisions with a t-count value of 7,727 > a t-table of 1,668, then Ho is rejected and Ha accepts which means *that influencer marketing* (variable X) has a positive and significant effect on purchase decisions (variable Y) in Elzatta Hijab Garut, with a correlation coefficient of "strong" influence which is 0.689. Meanwhile, the result of the determination coefficient was 48% and the remaining 52% was influenced by other factors outside the variables studied.
3. Researcher Fitrothul Khusna, (2023). The purpose of this study was to analyze "The influence of shopping experience and ease of transaction on repurchase interest on the Tokopedia application with consumer trust as an *intervening variable*". The results of this study show that the shopping experience has a significant effect on consumer trust in the Tokopedia application. This means that the better the consumer shopping experience, the more consumer confidence in making transactions at Tokopedia.
4. Researcher Irmayanti ilham (2018) aims to analyze "Marketing Strategy Through Instagram Social Media (Descriptive Study on @Subur_Batik Accounts)" The results of this study show that the increase in sales results before using Instagram subur batik in one month only sells 70 batik fabrics with a profit of Rp 10,000 for 1 piece of batik fabric, then in one month fertile batik only gets a profit of Rp 700,000. After using sales through social media, Instagram, the Subur Batik account has increased, judging from the table, in one month Subur Batik can sell 200 to 500 batik fabrics. Because social media is one of the powerful ways to promote products and services through internet marketing.
5. Auditia Setiobudi researchers, Christina Sudyasjayanti & Arya Asraf Danarkusuma (2021) aim to analyze "The influence of purchase experience, service quality and customer trust on the availability to pay" The results of this study show that there is a positive relationship and significant influence. Advice for CV service companies. Arya Mandiri Abadi is: (1) providing a memorable

experience through several media and carried out intensely to increase customer trust and experience; (2) the company can improve the quality of service by making SOPs at work to improve the discipline of all human resources so that the company's operational activities can run well; (3) the Company to be able to add its services by providing convenience to customers when placing orders and making payments; (4) The Company may add a third party in terms of insurance or guarantee of the safety of the goods so that the goods delivered can be more guaranteed so that the customer has more trust in the Company.

2.3 Relationship Between Variables

2.3.1 The relationship between *Influencer Marketing* and Purchase Decisions

The relationship between *Influencer Marketing* and Purchase Decisions is very close because *influencers* often play a role in shaping, reinforcing or even damaging brand image. According to Komang Lola Yasinta1 and Romauli Nainggolan, (2023:24). Regarding "The Influence *of Influencer Marketing* on MSGlow Purchase Decisions in Surabaya Mediated *by Brand Image*" found that *influencer marketing* affects the *brand image* of MSGlow *product skincare*. In Semampir District, North Surabaya City.

2.3.2 Relationship between Purchase Experience and Purchase Decision

Customer experience greatly influences shopping behavior on. Consumers pay attention to information about products, payment methods, delivery terms, and services available when shopping online. They also rate their overall shopping experience in terms of risk perception, data protection, security, personalization, visually appealing, navigation, entertainment, and fun. According to previous research (Kristiawan et al., 2021).

This research was carried out by Ana Dyah A.R, Dewi Masita, Fadly, Hetty Murdiyani (2024). With the title "The Influence of Online Purchase Experience on Purchase Decisions on Shopee Application Users in Surabaya" states that purchase decisions have a significant impact on the purchase decisions they have bought before

2.3.3 Relationship between Instagram Marketing Strategy and Purchase Decision

The concept of *Instagram marketing* itself is familiar in the world of digital marketing. Several studies have also been conducted previously to measure the effectiveness of Instagram as a marketing medium. As is the case with research conducted by Narottama & Moniaga, (2022:25).

This research was carried out by Wisna Rahana Harahapla, & Muhammad Thoyib amal, (2022:23). With the title "The influence of Instagram marketing on the purchase decision of Jogjasoftlens products" states that Instagram marketing is a form of marketing through digital media, in this marketing the most influential thing is the audience who participates in the social media

2.3.4 The relationship between Purchase Decisions and *Influencer Marketing Influence*, Buying Experience and Instagram Marketing Strategy.

Purchasing decisions on *influencer marketing* can improve consumer purchasing decisions by building a marketing strategy that can be convincing between a greater relationship with the target of *the customer* and must be convincing through a recommendation or *testimonial* Or it can be from the experience between the seller and the buyer which can create a trust from each individual or for the target customers.

This research was conducted by Arti Sukma Lengkawat (2021) with the title "The Influence of Influencer Marketing Marketing Strategy on Purchase Decisions Study on Elzatta Hijab Garut". Stated that purchasing decisions have a significant impact on *influencer marketing* strategies, purchase experiences and customer purchase experiences that they have purchased before.

2.4 Conceptual Framework

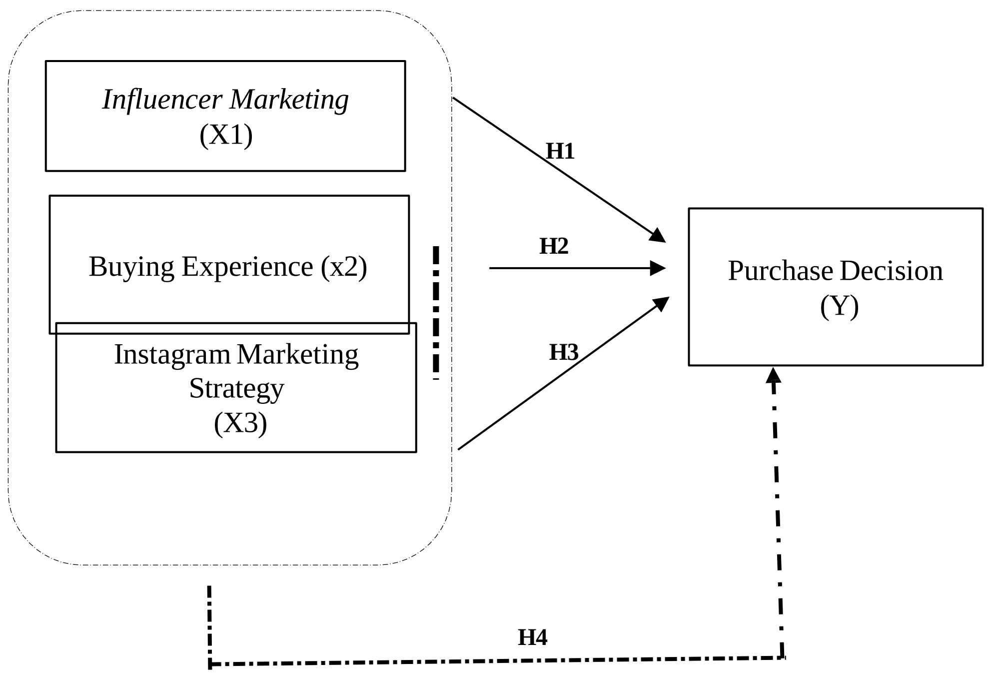
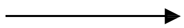


Figure 2. 1 Conceptual Framework

Information:



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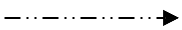

:Simultaneously

2.5 Hypothesis

H1 : *Influencer marketing* has a significant effect on the Purchase Decision of MSGlow Products in Semampir District, North Surabaya City

H2 : Purchase experience has a significant effect on purchase decisions on MSGlow Products in Semampir District, North Surabaya City

H3 : Marketing Strategy *Instagram* has a significant effect on the Purchase Decision of MSGlow Products in Semampir District, North Surabaya City

H4 : Purchase decisions have a significant effect on *influencer marketing Instagram*, purchasing experience, and marketing strategies on MSGlow Products in Semampir District, North Surabaya City.