

**THE INFLUENCE OF *INFLUENCER MARKETING*, BUYING
EXPERIENCE AND INSTAGRAM MARKETING STRATEGY ON
MSGLOW PRODUCT PURCHASE DECISIONS IN THE MILLENNIAL
GENERATION IN SEMAMPIR DISTRICT, NORTH SURABAYA CITY**



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**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY AUGUST 17, 1945 SURABAYA
2025**

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THESIS

**Compiled to meet the requirements to obtain a Bachelor of Management
degree in the Management Study Program, Faculty of Economics and Business**

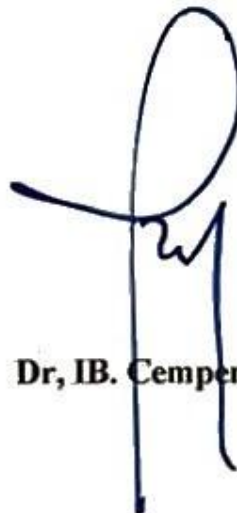
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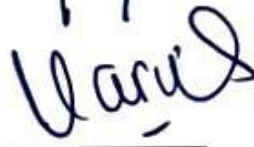
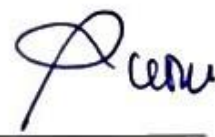


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FOREWORD

Praise and gratitude for the presence of God Almighty for His blessings and love that have given an opportunity, ease and smoothness so that this thesis can be completed on time. The title of the thesis is "*The Influence of Influencer Marketing, Buying Experience, and Instagram Marketing Strategy on the Purchase Decision of MSGlow Products in the Millennial Generation in Semampir District, North Surabaya City*" This thesis was prepared as one of the requirements to complete the study at the Management Study Program, Faculty of Economics and Business, University of August 17, 1945 Surabaya.

In compiling this thesis, the researcher received a lot of guidance, assistance, advice and support from many parties. For this reason, the researcher would like to thank several parties who have contributed a lot to the completion of this thesis. The following greetings are shown to:

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The researcher realizes that in this study there are still many shortcomings so that the researcher can expect a positive story and also a suggestion to be able to help the perfection of this paper. And the researcher hopes that this paper will be useful for all parties and circles.

Surabaya, December 13, 2024



(Rehan Arya Khehriuddin Firdous)

SUMMARY

Marketing is one of the important aspects of organizational success, especially in Indonesia, which has a wide and diverse market. In the midst of increasingly fierce business competition and rapid technological advancements, companies in Indonesia are faced with a major challenge in developing effective marketing strategies. Given the rapid changes in consumer trends and market needs, it is important for organizations to understand the factors that affect their marketing success.

This study aims to test and analyze the Influence of *Influencer Marketing*, Purchase Experience, and Instagram Product Marketing on MSGlow product purchase decisions in Semampir District, North Surabaya. This study was conducted on consumers who had bought and used MSGlow products in Semampir District, North Surabaya City with a sample of 67 respondents collected using a questionnaire and the analysis techniques used were validity tests, reliability tests, classical assumption tests, multiple linear regression tests, and hypothesis tests using SPSS software. This type of research is quantitative.

Based on the results of data analysis and hypothesis testing that has been carried out, the instrument test shows that the data is declared valid because *the calculated r* value is greater than the *table r* (0.1996) and reliable because the Cronbach's *Alpha* value exceeds 0.60. This study also has an *Asymp. Sig. (2-tailed) value* of 0.97. Because the value is greater than 0.05, the data in this study is declared to be normally distributed. Furthermore, the results of the normality test showed that the tolerance value was >0.1 , so the data was declared free of multicollinearity.

The results of the multiple linear regression analysis, namely the constant value (α) generated at 1.478, have a positive value or a state when the Purchase Decision (Y) variable has not been influenced by other variables, namely the *Influencer Marketing* (X1), Purchase Experience (X2), and Instagram Marketing Strategy (X3) variables. The value of *the Influencer Marketing* coefficient (β_1) of 0.230 is positive. This shows that the *influencer marketing* variable has a positive influence on the Purchase Decision which means that every increase in one unit of *influencer marketing* variable will affect the Purchase Decision by 0.230 assuming the other variables are constant. The value of the Purchase Experience coefficient (β_2) of 0.463 is positive. This shows that the Purchase Experience variable has a positive influence on Purchase Decisions which means that every increase in one unit of purchase experience variables will affect Purchase Decisions by 0.463 assuming the other variables are constant. And the value of the Instagram Marketing Strategy coefficient (β_3) of 0.160 is positive. This shows that the Instagram Marketing Strategy

variable has a positive influence on the Purchase Decision which means that every increase in one unit of the Product Quality variable will affect the Purchase Decision by 0.160 assuming the other variable is constant.

Based on the results of data analysis and hypothesis testing that has been carried out, this study can be concluded that the variables of *Influencer Marketing*, Purchase Experience, and Instagram Marketing Strategy simultaneously have a positive and significant influence on purchase decisions. This is evidenced by the significance value of the *Influencer Marketing* variable of 0.000 ($0.000 < 0.05$), Purchase Experience of 0.000 ($0.000 < 0.05$) and Instagram Marketing Strategy of 0.001 ($0.001 < 0.05$). And it was obtained that F calculated 280,005 with a significance value of $.000 < 0.05$ which means that *influencer marketing* variables, purchase experience, Instagram marketing strategy, product quality simultaneously have a positive and significant effect on the purchase decision of MSGlow products in Semampir District, Surabaya City.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Influencer Marketing*, Pengalaman Pembelian dan Strategi Pemasaran Instagram terhadap keputusan pembelian, untuk dapat mengetahui pengaruh *Influencer Marketing* terhadap keputusan pembelian, untuk mengetahui pengaruh Pengalaman Pembelian terhadap keputusan pembelian dan untuk mengetahui pengaruh Strategi Pemasaran Instagram terhadap keputusan pembelian produk MSGlow di Kecamatan Semampir Kota Surabaya Utara. Penelitian ini menggunakan metode kuantitatif, teknik pengumpulan data yaitu dengan menyebarkan kuisioner, analisis yang digunakan yaitu regresi linier berganda. Sampelnya terdiri dari 67 responden.

Adapun hasil penelitian menunjukkan bahwa semua indikator valid dan reliabel. Hasil dari uji T menyatakan bahwa *Influencer Marketing* berpengaruh signifikan terhadap keputusan pembelian. Pengalaman Pembelian berpengaruh signifikan terhadap keputusan pembelian dan Strategi Pemasaran Instagram Signifikan terhadap keputusan pembelian. Hasil dari uji F menyatakan bahwa *Influencer Marketing*, Pengalaman Pembelian, dan Strategi Pemasaran Instagram berpengaruh secara simultan terhadap keputusan pembelian produk MSGlow. Sedangkan hasil dari uji R^2 menunjukkan bahwa pengaruh variabel independen terhadap variabel dependen sebesar 89,7% sedangkan sisa nya 10,3% dipengaruhi variabel lain diluar model penelitian.

Kata Kunci: *Influencer Marketing*, Pengalaman Pembelian, Strategi Pemasaran Instagram, dan Keputusan Pembelian, Kecamatan Semampir, Kota Surabaya Utara.

ABSTRACT

This research aims to determine the influence of Influencer Marketing, Purchase Experience and Instagram Marketing Strategy on purchasing decisions, to determine the influence of Influencer Marketing on purchasing decisions, to determine the influence of Purchase Experience on purchasing decisions and to determine the influence of Instagram Marketing Strategy on purchasing decisions for MSGlow products in Semampir District, North Surabaya City. This research uses quantitative methods, the data collection technique is by distributing questionnaires, the analysis used is multiple linear regression. The sample consisted of 67 respondents.

The research results show that all indicators are valid and reliable. The results of the T test state that Influencer Marketing has a significant influence on purchasing decisions. Purchasing Experience has a significant influence on purchasing decisions and Instagram Marketing Strategy has a significant impact on purchasing decisions. The results of the F test state that Influencer Marketing, Purchase Experience, Instagram Marketing Strategy and Instagram Marketing Strategy simultaneously influence the decision to purchase MSGlow products. Meanwhile, the results of the R^2 test show that the influence of the independent variable on the dependent variable is 89.7%, while the remaining 10.3% is influenced by other variables outside the research model.

Keywords: Influencer Marketing, Purchasing Experience, Instagram Marketing Strategy, and Purchasing Decisions, Semampir District, North Surabaya City

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