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second hypothesis (H2) states that the influence of purchase experience partially affects the Purchase Decision of MSGlow products.

So it can be concluded that this shows that the better the purchase decision from consumers, the more desire to make the purchase decision itself. When an MSGlow product is designed with attractive aesthetics, good functionality, and meets consumer needs, it can create a visual and emotional appeal that encourages consumers to choose the product MSGlow itself. Innovative and quality design not only increases the perceived value of the product for potential buyers, but also gives an impression that the product can provide more benefits from consumers. Therefore, the influence of a good buying experience plays an important role in influencing a purchase decision, as consumers tend to choose products that are visually appealing and according to their personal preferences.

4.7.3 The Influence of Instagram Marketing Strategy on Purchase Decisions

Based on the hypothesis test that has been partially carried out on the Instagram Marketing Strategy (X3), it shows that T calculates $4.684 > t \text{ table } 1.985$ with a significant value of $0.001 < 0.05$, then H_0 is rejected and H_a is accepted. So the third hypothesis (H3) states that Instagram Marketing Strategy partially affects the Purchase Decision of MSGlow products.

So it can be concluded that this shows that the better a marketing on Instagram, the more the desire of consumers to be interested in buying from MSGlow products to take a purchase decision. A good quality product can meet the expectations of consumers in terms of durability, performance, and satisfaction of use, which in turn increases consumer trust in the brand. When consumers are satisfied with the quality of the product purchased, they are more likely to make a repeat purchase and recommend the product to others.

4.8 Research Implications.

1. Influencer Marketing

Influencer Marketing does not have a significant effect on a Purchase Decision It can be interpreted that *influencer marketing* has enough influence on the purchase decision of MSGlow products. Therefore, it is very important to work with influencers who have enough *followers* who also have a great influence to influence the audience.

2. Buying Experience

Purchase Experience has a significant influence on Purchase Decisions, it can be interpreted that purchase experience has an influence on Purchase Decisions. Therefore, the Buying Experience can influence the decision to purchase one of MSGlow's products. Because the purchase experience already has a taste of knowing enough about previous products.

3. Instagram Marketing Strategy.

Instagram Marketing Strategy has a significant impact on the purchase decisions of consumers, with this skincare companies , especially from MSGlow Products. A planned and structured Instagram marketing strategy can significantly influence consumers' purchasing decisions. By taking advantage of the various features and opportunities that these platforms offer, businesses can build brand awareness, build trust, increase buying interest, and measure the effectiveness of their campaigns. It's important to remember that Instagram marketing strategies should be tailored to the target audience and business goals. By understanding how Instagram can be used to influence purchasing decisions, businesses can increase their chances of success in this digital age.

4.9 Research Limitations

In the research process that is currently being carried out, there are still many weaknesses and limitations, including:

1. Time constraints may limit the scope and depth of the research.
2. Lack of knowledge of respondents about the importance of marketing on social media from Influencer *Marketing*.
3. Limitations in respondents' ability to provide accurate answers or to appropriate behavior can affect the reliability of the data.

CHAPTER V CLOSING

5.1 Conclusion

The conclusion of this study is based on data analysis and discussion entitled "The Influence of *Influencer Marketing*, Buying Experience, Instagram Marketing Strategy on the Purchase Decision of MSGLOW Products in the Millennial Generation in Semampir District, Surabaya City as follows:

1. *Influencer Marketing* partially did not have a significant effect on the purchase decision of MSGlow Products in Semampir District, North Surabaya City.
2. The Purchase Experience partially has a significant effect on the purchase decision of MSGlow Products in Semampir District, North Surabaya City.
3. The Instagram Posting Strategy partially had a significant effect on the purchase decision of MSGlow Products in Semampir District, North Surabaya City.

5.2 Advice

Based on what was discussed in the previous chapter, suggestions that can be given to increase the influence of *Influencer Marketing*, Buying Experience, Instagram Marketing Strategy and Purchase Decision on MSGlow product decisions in Semampir District, North Surabaya City are as follows:

1. Further research can explore more deeply the level of consumer trust in MSGlow products, the extent to which consumers feel confident in the brand in one of the *skincare* products and how this affects a purchase decision.
2. Further research can add other variables, such as customer experience, to obtain more accurate results regarding the influence of *influencer marketing*, Buying Experience, Instagram Marketing on purchasing decisions on MSGlow Products.
3. This research is limited to MSGlow consumers in the Semampir District, North Surabaya City. The next research can expand the scope of the research area to all cities of Surabaya and outside the city of Surabaya to understand one of the differences in consumer perception related to *Influencer Marketing*, Buying Experience, Instagram Marketing Strategy in influencing the purchase decision.

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ATTACHMENT

Attachment 1 Research Questionnaire

RESEARCH QUESTIONNAIRE

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

Dear Sir,

On-site Responders

Sincerely,

I am Reyhan Arya Khahairudin Firdaus, a student of the Management Study Program, University of August 17, 1945, Surabaya, who is conducting a final research (thesis) entitled "**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". In this regard, I ask for your willingness to take the time to fill out the questionnaire that I have attached. The filling out of this questionnaire aims to support the development of science. No answer is considered wrong, because all answers are correct as long as they are in accordance with the instructions and conditions that you are experiencing. Therefore, I really hope that all questions can be answered honestly and according to the actual situation. Please note that all data obtained from this questionnaire, including the results of conclusions, will be used solely for academic purposes. The confidentiality of respondents' data will be maintained as well as possible.

For the availability and time that has been spent, I would like to thank you.

Sincerely,

Reyhan Arya K.f
Researchers

A. General Instructions for Questionnaires

1. Fill in your data properly and completely in the format listed.
2. Read the statement given carefully and then give an assessment in filling out this questionnaire by filling out the answers and giving a mark (✓) on one of the available answers.
3. If you do not understand the instructions of this research questionnaire, you can ask the researcher.
4. Make sure you have answered each statement and that no statement is missing.
5. After everything is filled out properly, you can *submit* or send your questionnaire answers.

B. Respondent's Identity

1. Full Name :
2. Gender :
☐ M e n ☐ W o m a n
3. Age :
☐ 18 - 20 Y e a r s ☐ 21 - 29 Y e a r s ☐ ≥ 30 Y e a r s
4. Purchase of MSGlow products:
☐ 1X ☐ 2X ☐ 3X
5. Employment Status :
☐ Employees ☐ Students

STATEMENT

Fill in the table below according to the actual conditions by giving a sign (✓) to one of the answers.

Information:

Category	Likert scale
Strongly disagree (STS)	1
Disagree (TS)	2
Neutral (N)	3
Agree(s)	4
Strongly Agree (SS)	5

Research Questionnaire Attachment

STATEMENT	LIKERT SCALE			
	STS	TS	N	S
	1	2	3	4
INFLUENCER MARKETING (X1)				
Trust (X1.1)				
1. I believe that <i>influencers</i> who promote MSGlow products have a pretty good knowledge of the products.				
2. I believe that <i>influencers</i> who promote MS Glow on social media provide accurate information about the products they are promoting.				
3. I believe that <i>influencers</i> who promote MSGlow products don't just promote the product but they actually use and love the product.				
Attraction (x1.2)				
1. I feel that <i>influencers</i> who promote MS Glow on social media have a strong influence on their followers.				
2. I feel that <i>influencers</i> who promote MS Glow on social media have an attractive appearance.				

3. I feel like influencers who promote MS Glow on social media have interesting personalities.				
Interaction (X1.3)				
1. I feel that influencers who promote MSGlow on social media care about the opinions of their followers.				
2. I feel that <i>influencers</i> who promote MS Glow Products on social media often hold Q&A sessions with their followers.				
3. <i>Influencers</i> who promote MS Glow on social media often interact with their followers through comments and replies.				
Power Supplies (x1.4)				
1. <i>Influencers</i> who promote MSGlow products on social media have quite extensive knowledge about the beauty products they are promoting.				
2. <i>Influencers</i> who promote MSGlow products on social media have experience in using these beauty products.				
3. <i>Influencers</i> who promote MSGlow on social media have experience in using the products they are promoting.				
BUYING EXPERIENCE (X2)				
Feeling (X2.1)				
1. I feel happy and satisfied when using MS Glow products.				
2. I feel that MS Glow products provide a sense of comfort and safety to my skin.				
3. I feel confident after using products from MSGlow.				
Actions (X2.2)				
1. I use MS Glow products because I see <i>influencers</i> I follow using them.				
2. I often use MS Glow beauty products recommended by influencers .				
3. I use MS Glow products because I am interested in the promos and discounts offered.				
Panca Indra (X2.3)				
1. I feel satisfied with the results that MS Glow products give to my skin.				

2. I feel that MS Glow products give a refreshing sensation to my skin.				
3. I feel attracted by the scent of MS Glow products.				
Social (X2.4)				
1. I feel that MS Glow products help me to be more confident in getting along with others.				
2. I feel proud to use MS Glow products because they are popular among my friends.				
3. I often talk about MS Glow products with my friends or family.				
INSTAGRAM MARKETING STRATEGY (X3)				
Online Community (X3.1)				
1. I feel that MS Glow's Instagram account is actively answering questions and comments from its followers.				
2. I feel that MS Glow's Instagram account often holds contests or giveaways to engage its followers.				
3. I feel that MS Glow's Instagram account provides useful information about MS Glow products to its followers on instagram.				
Interaction (X3.2)				
1. I feel that MS Glow's Instagram account often provides the latest information about MS Glow products to its followers.				
2. I feel that MS Glow's Instagram account often provides information that is relevant to the needs of its followers.				
3. I feel that MS Glow's Instagram account often holds product live streams to interact with its followers.				
Content Sharing (x3.3)				
1. I feel that the MS Glow Instagram account often shares interesting and informative content about MS Glow products.				
2. I feel that MS Glow's Instagram account often shares educational content about beauty.				
3. I feel that the MS Glow Instagram account often shares content that displays				

testimonials from previous users of MS Glow products.				
Accessibility (X3.4)				
1. I find MS Glow's Instagram account to be easily accessible and reachable.				
2. I find the MS Glow Instagram account easy to use and understand.				
3. I am satisfied with the texture and roma on MS Glow products that I have ever bought.				
PURCHASE DECISION (Y)				
Product Selection (Y1.1)				
1. I chose MS Glow products because of their good quality and according to my skin needs.				
2. I chose MS Glow products because of their real and visible benefits on my skin.				
3. I chose MS Glow products because of recommendations from friends or family who have used them.				
Brand Choice (Y1.2)				
1. I am comfortable with the quality of MSGlow products				
2. I chose MS Glow products because of recommendations from friends or family who have used them.				
3. I feel satisfied with the results that MS Glow products give to my skin.				
Satisfaction (Y1.3)				
1. I feel satisfied with my experience using products from MSGlow.				
2. I feel that MS Glow products meet my expectations in terms of quality and beneficial benefits on my skin.				
3. I feel that MS Glow products have a positive effect on my appearance.				
Trust (Y1.4)				
1. I believe that MSGlow products have undergone rigorous clinical trials				
2. I believe the MSGlow brand is committed to producing quality products				
3. I believe in testimonials and reviews from users of MSGlow products				

Attachment 2 Questionnaire Results

Influencer Marketing (X1)

X1. 1	X1.1. 2	X1.1. 3	X1. 2	X1.2. 2	X1.2. 3	X1. 3	X1.3. 2	X1.3. 3	X1. 4	X1.4. 2	X1.4. 3
5	4	5	5	5	5	5	5	4	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	4	5	4	5	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4
4	5	4	5	4	5	4	5	4	5	4	5
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5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4
3	4	3	4	3	4	3	4	3	4	3	4
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5	5	5	5	5	5	5	5	5	5	5	5
3	3	3	4	5	3	3	2	3	2	3	3
1	1	1	1	3	1	1	2	2	1	2	2
5	5	5	5	5	5	5	5	5	5	5	5
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4	4	2	4	4	2	3	4	4	3	2	3
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4	5	2	4	3	2	4	2	4	2	4	2

4	3	3	4	4	4	4	4	4	4	4	3
5	5	5	5	5	5	5	5	5	5	5	5
3	2	2	3	2	3	3	3	2	2	2	2
4	5	4	5	4	5	4	5	4	5	4	5
5	5	5	4	5	4	5	5	4	4	5	5
5	4	5	4	5	4	5	4	5	5	5	4
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
4	5	4	4	4	4	4	4	4	4	4	4
3	3	2	4	4	3	2	3	2	3	2	2
5	5	5	5	5	5	5	5	5	5	5	5
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4	4	2	4	4	3	3	2	2	3	2	4
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5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	5	4	4	5	4	4	4	5
5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	5	5	4	4	4	4	4	4	4
3	3	2	3	4	4	5	5	5	4	4	4

Buying Experience (x2)

X2. 1	X2.1. 2	X2.1. 3	X2. 2	X2.2. 2	X2.2. 3	X2. 3	X2.3. 2	X2.3. 3	X2. 4	X2.4. 2	X2.4. 3.
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
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4	4	4	4	4	4	4	4	4	4	4	4
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