

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.