

The Influence of Instagram Social Media Marketing and Brand Image on Purchasing Decisions at the Pro Lc Racing Team Workshop in South Tangerang

Mutia Dela Hardiyanti¹, Kamsidik²

¹² Pamulang University

Corresponding Author e-mail: mutiadela883@gmail.com dosen02064@unpam.ac.id

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Abstract: *Digital marketing through Instagram is an important strategy for automotive service businesses, while brand image can influence consumer purchasing decisions. This study aims to analyze the influence of Instagram social media marketing and brand image partially or simultaneously on purchasing decisions at the Pro Lc Racing Team Workshop in South Tangerang. The study used a quantitative method with an associative approach. The study population was 732 consumers for the period July–December 2025, with 88 respondents selected using purposive sampling based on the Slovin formula. Data were collected through a five-point Likert scale questionnaire and analyzed using SPSS 26 through validity, reliability, classical assumptions, regression, correlation, coefficient of determination, t-test, and F-test tests. The results showed that social media marketing did not have a significant partial effect on purchasing decisions ($t = -0.305$; $p = 0.761$), while brand image had a positive and significant effect ($t = 14.944$; $p = 0.000$). Simultaneously, both variables had a significant effect with $F = 256.854$ and $p = 0.000$ and explained 85.8% of the variation in purchasing decisions. Thus, brand image became a more dominant factor in purchasing decisions.*

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Introduction

The development of digital technology has transformed marketing activities from conventional patterns to digital marketing, which is more practical, cost-effective, and able to reach consumers widely. Social media marketing has become a widely used strategy because it functions not only as a means of communication but also as a medium for promotion, interaction, and building relationships with consumers. In Indonesia, social media is increasingly used, especially by the younger generation, to obtain information, view promotions, and seek references before making a purchase. Furthermore, brand image also plays a role in shaping consumer perceptions of a brand and influencing preferences and purchasing decisions (Nurussofiah & Karimah, 2022:127; Anhar et al., 2025).



Instagram, as a visual-based social media platform, is widely used for marketing activities because it can showcase products, services, and business activities through photos, videos, and interactive features. This condition is also implemented by the Pro Lc Racing Team Workshop in South Tangerang through the Instagram account @pro.lc to promote service, bore up, tune up, mapping, and dyno services. Based on upload data from October 2025 to April 2026, there was an increase in interaction, especially on video content. However, the number of consumers from July to December 2025 still experienced fluctuations, namely from 139 consumers in July to 97 consumers in December. This condition indicates the need for an appropriate marketing strategy to maintain a stable number of consumers.

The research problem is evident in the suboptimal and inconsistent social media marketing activities. A pre-survey of 30 respondents showed that most respondents gave positive assessments of content, ease of communication, and engagement via Instagram. However, some respondents still did not frequently view or receive Bengkel Pro Lc Racing Team content. This situation indicates that content consistency and reach still need to be improved so that social media marketing can reach a wider audience.

The issue also relates to brand image. Pre-survey results showed that 29 respondents rated the workshop as easily recognizable and distinctive, 29 respondents rated its reputation as good, and 28 respondents rated the service as high quality and tailored to their needs. While the brand image is considered positive, it still needs to be maintained through quality service, consistent communication, engaging visuals, and active engagement with consumers via Instagram.

Regarding purchasing decisions, the pre-survey showed that 27 respondents used the service because it suited their vehicle needs, 25 respondents stated that social media information helped them make purchasing decisions, 27 respondents were willing to recommend the repair shop, and 28 respondents intended to use the service again. Although the results tended to be positive, some respondents still did not provide a positive assessment. Therefore, research is needed to determine the extent to which Instagram social media marketing and brand image influence consumer purchasing decisions (Kotler & Keller, 2022:184).

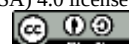
This study aims to determine the influence of Instagram social media marketing and brand image on consumer purchasing decisions, both partially and simultaneously, at the Pro Lc Racing Team Workshop in South Tangerang. This research is important to conduct because there are fluctuations in the number of consumers amidst the use of Instagram as a marketing medium. The novelty of the study lies in the simultaneous study of Instagram social media marketing and brand image on purchasing decisions at an automotive service object, namely the Pro Lc Racing Team Workshop in South Tangerang. The results of the study are expected to provide academic contributions in digital marketing and become evaluation material for workshops in improving marketing strategies and strengthening brand image.

Method

This study uses a quantitative method with an associative approach. The quantitative method is used to test hypotheses through statistical data collection and analysis (Sugiyono, 2022:7), while the associative approach is used to determine the influence of Instagram social media marketing (X1) and brand image (X2) on purchasing decisions (Y) of consumers at the Pro Lc Racing Team Workshop in South Tangerang (Sugiyono, 2019 in Tamrin, 2023). The study was conducted on consumers who had used workshop services and knew or had seen the Instagram activities of the Pro Lc Racing Team Workshop.

The research instrument used a questionnaire with a five-point Likert scale, ranging from 1 for strongly disagree to 5 for strongly agree (Sugiyono, 2022:142). Social media marketing was measured through content creation, content sharing, building connections, and community building (Gunelius in Sarah et al., 2021:416). Brand image was measured through brand identity, brand personality, brand associations, and attitudes and behaviors toward the brand (Wardhana, 2024:195). Purchasing decisions were measured through product maturity, product purchasing habits, providing recommendations to others, and repeat purchases (Winasis et al., 2022:399). The instrument was tested through validity and reliability tests using predetermined criteria (Sugiyono, 2022:121; Sahir, 2021:31).

The study population consisted of all 732 consumers of the Pro Lc Racing Team Workshop from July to December 2025. The sample was determined using non-probability sampling with a



purposive sampling technique, with the criteria being consumers who had used the workshop's services and knew or had seen the Pro Lc Racing Team Workshop's Instagram. Based on the Slovin formula with a 10% error rate, a sample of 88 respondents was obtained (Sugiyono, 2020:215; Sugiyono, 2022:217; Sena Wahyu et al., 2020:10).

Data collection was conducted through library research and fieldwork. Field data were obtained through direct observation and questionnaire distribution to consumers, as well as online using Google Forms shared via Instagram and WhatsApp. The collected data were analyzed using SPSS version 26 through descriptive analysis, validity, reliability, normality, multicollinearity, heteroscedasticity, simple linear regression, multiple linear regression, correlation, coefficient of determination, and t- and F-tests (Sahir, 2021:51-53; Putri and Yuni, 2022:52).

The research procedure included proposal preparation, proposal submission and seminars, guidance and revision, data collection, data processing and analysis, thesis preparation, and manuscript refinement. Questionnaire data was tabulated and tested for validity and reliability, then analyzed using classical assumption tests, regression, correlation, coefficient of determination, and hypothesis testing. The t-test was used to determine the partial influence of Instagram social media marketing and brand image, while the F-test was used to determine the simultaneous influence of both on purchasing decisions (Sahir, 2021:53).

Results and Discussion

Respondent Characteristics

Table 1 Respondent Data Based on Gender

		Frequency	Percent
Valid	Man	73	83.0
	Woman	15	17.0
	Total	88	100.0

Based on the data, there were 73 male respondents, which constituted 83% of the total, while 15 female respondents, which constituted 17%.

Table 2 Respondent Data Based on Age

		Frequency	Percent
Valid	< 20 years	17	19.3
	20 - 25 years	39	44.3
	25 - 30 years	18	20.5
	> 30 years	14	15.9
	Total	88	100.0

Based on the data, 17 respondents, or 19.3%, were aged under 20. 39 respondents, or 44.3%, were aged 20–25. 18 respondents, or 20.5%, were in the 25–30 age group. Meanwhile, 14 respondents, or 15.9%, were aged over 30.

Table 3 Respondent Data Based on Occupation

		Frequency	Percent
Valid	Employee	23	26.1
	Students	25	28.4
	Students	15	17.0
	Businessman	25	28.4
	Total	88	100.0

Based on the data, the majority of respondents were students and entrepreneurs, with 25 people (28.4%) each, followed by employees with 23 people (26.1%), and students with 15 people (17.0%). The total number of respondents was 88 people (100.0%).

Table 4 Respondent Data Based on Usage

		Frequency	Percent
Valid	1 time	15	17.0
	2 - 3 times	38	43.2
	4 - 5 times	15	17.0
	Routine	20	22.7
	Total	88	100.0

Based on the table, the majority of respondents used the service 2–3 times, namely 38 people (43.2%), followed by regular use by 20 people (22.7%). Meanwhile, use once and 2–5 times each by 15 people (17.0%). The total number of respondents was 88 people (100.0%).

Table 5 Respondent Data Based on Domicile

		Frequency	Percent
Valid	Outside South Tangerang	21	23.9
	South Tangerang	67	76.1
	Total	88	100.0

Based on the table above, it can be seen that the majority of respondents in this study reside in South Tangerang, namely 67 people (76.1%). Meanwhile, 21 respondents (23.9%) came from outside South Tangerang, for a total of 88 people (100.0%).

Table 6 Respondent Data Based on Information Sources

		Frequency	Percent
Valid	Instagram	45	51.1
	Passing (offline)	21	23.9
	Friends / Recommendations	22	25.0
	Total	88	100.0

Based on the table, the majority of respondents obtained information through Instagram, namely 45 people (51.1%), followed by friends/recommendations with 22 people (25.0%), and information directly or offline with 21 people (23.9%). The total number of respondents was 88 people (100.0%).

Description of Questionnaire Results Data

Table 7 Respondent Response Interval Table

Scale Range	Performance description
1.00 – 1.790	Strongly Disagree
1.80 – 2.59	Don't agree
2.60 – 3.39	Neutral
3.40 – 4.19	Agree
4.20 – 5.00	Strongly agree

1. Social Media Marketing (X1)

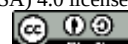
The Social Media Marketing variable received an average score of 4.10, categorized as good. The majority of respondents agreed (48%) and strongly agreed (35%), indicating that marketing via Instagram was considered engaging, informative, consistent, and capable of building engagement with consumers.

2. Brand Image (X2)

The Brand Image variable received an average score of 3.44, categorized as good. Most respondents agreed (49%) and strongly agreed (37%), thus concluding that the Pro Lc Racing Team Workshop has a brand identity, personality, associations, and reputation that are positively perceived by consumers.

3. Purchase Decision (Y)

The Purchase Decision variable obtained an average score of 4.14 and is categorized as good. The majority of respondents agreed (48%) and strongly agreed (36%), indicating that consumers have confidence, a habit of using services, a tendency to recommend, and an intention to reuse the services of the Pro Lc Racing Team Workshop.



Validity Test

Table 8 Results of the Validity Test of Social Media Marketing Variables

No	Questionnaire	R count	R table (5%)	Decision
1	The Instagram content of the Pro Lc Racing Team Workshop is made interesting and not boring.	0.687	0.2096	Valid
2	The content displayed provides clear information regarding workshop services.	0.522	0.2096	Valid
3	The visual appearance (photos/videos) on the Instagram of the Pro Lc Racing Team Workshop looks professional and high quality.	0.554	0.2096	Valid
4	Bengkel Pro Lc Racing Team's Instagram content is always up to date	0.647	0.2096	Valid
5	Bengkel Pro Lc Racing Team Instagram content is shared regularly	0.527	0.2096	Valid
6	Information shared via Instagram is easily accessible at any time.	0.563	0.2096	Valid
7	Workshop Instagram content often appears on the homepage or is easy to find.	0.427	0.2096	Valid
8	Content upload timing feels right and consistent	0.545	0.2096	Valid
9	Pro Lc Racing Team Workshop responds well to comments or messages from consumers	0.634	0.2096	Valid
10	The interactions I have through Instagram make me feel cared for.	0.621	0.2096	Valid
11	Communication via Instagram makes me closer to the workshop	0.692	0.2096	Valid
12	The workshop's Instagram admin provides friendly and responsive service.	0.645	0.2096	Valid
13	The Pro Lc Racing Team Workshop Instagram is able to build a sense of togetherness among consumers.	0.634	0.2096	Valid
14	I feel like I'm part of a community through the workshop's Instagram.	0.563	0.2096	Valid
15	Activities on Instagram (such as events or posts) encourage interaction between users.	0.332	0.2096	Valid

Table 9 Validity Test Results Based on Brand Image Variable (X2)

No	Questionnaire	R count	R table (5%)	Decision
1	The Pro Lc Racing Team workshop has an identity that is easily recognized compared to other workshops.	0.599	0.2096	Valid
2	The logo, name and appearance of the Pro Lc Racing Team Workshop are clear and attractive.	0.395	0.2096	Valid
3	I can easily remember Pro LC Racing Team Workshop as the workshop of choice	0.631	0.2096	Valid
4	Pro Lc Racing Team workshop has unique characteristics that distinguish it from other workshops.	0.616	0.2096	Valid
5	Pro Lc Racing Team Workshop has the impression of being a professional workshop	0.399	0.2096	Valid
6	Pro Lc Racing Team Workshop gives the impression of being trustworthy to consumers	0.526	0.2096	Valid
7	Pro Lc Racing Team Workshop has a character that suits my needs as a consumer	0.579	0.2096	Valid



8	Pro Lc Racing Team Workshop demonstrates consistent and quality service	0.649	0.2096	Valid
9	I associate Pro Lc Racing Team Workshop with good quality of service	0.521	0.2096	Valid
10	Pro Lc Racing Team Workshop is known as a workshop that is experienced in its field.	0.658	0.2096	Valid
11	I associate Pro Lc Racing Team Workshop with satisfactory service.	0.569	0.2096	Valid
12	The Pro Lc Racing Team workshop is synonymous with neat and reliable work results.	0.585	0.2096	Valid
13	I have a positive impression of the Pro Lc Racing Team Workshop	0.522	0.2096	Valid
14	I feel comfortable with the image that the Pro Lc Racing Team Workshop has.	0.494	0.2096	Valid
15	I rate Pro Lc Racing Team Workshop as a workshop with a good reputation.	0.657	0.2096	Valid

Table 10 Validity Test Results Based on Purchase Decision Variable (Y)

No	Questionnaire	R count	R table (5%)	Decision
1	I feel confident in choosing the Pro Lc Racing Team Workshop as a place to service my vehicle.	0.603	0.2096	Valid
2	I have no hesitation in using the services of the Pro Lc Racing Team Workshop compared to other workshops.	0.642	0.2096	Valid
3	I feel the decision to use the Pro LC Racing Team Workshop was the right choice	0.581	0.2096	Valid
4	I considered carefully before deciding to use the services of the Pro Lc Racing Team Workshop	0.556	0.2096	Valid
5	I am used to using the services of the Pro Lc Racing Team Workshop when I need vehicle servicing.	0.390	0.2096	Valid
6	I make the Pro LC Racing Team Workshop my main choice for vehicle maintenance	0.598	0.2096	Valid
7	I prefer to use the services of the Pro Lc Racing Team Workshop compared to other workshops.	0.427	0.2096	Valid
8	I often use the services of the Pro Lc Racing Team Workshop for the maintenance of my vehicle.	0.593	0.2096	Valid
9	I am willing to recommend Bengkel Pro Lc Racing Team to friends or family	0.573	0.2096	Valid
10	I will recommend others to use the services of the Pro Lc Racing Team Workshop	0.695	0.2096	Valid
11	I will share my positive experience regarding the Pro LC Racing Team Workshop with others	0.511	0.2096	Valid
12	I feel confident when recommending Bengkel Pro Lc Racing Team to others.	0.682	0.2096	Valid
13	I intend to use the services of the Pro Lc Racing Team Workshop again in the future.	0.609	0.2096	Valid
14	I will use the Pro Lc Racing Team Workshop services again if I need vehicle servicing.	0.685	0.2096	Valid
15	I have a desire to continue using the services of the Pro Lc Racing Team Workshop on an ongoing basis.	0.543	0.2096	Valid

Reliability Test



Table 11 Results of the Reliability Test of the Social Marketing Variable (X1)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,855	,854	15

Table 12 Reliability Results of Brand Image Variable (X2)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,844	,844	15

Table 13 Results of the Reliability Test of the Purchase Decision Variable (Y)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,858	,859	15

The results of the reliability test show that the Cronbach's Alpha value for the Social Media Marketing variable (X1) is 0.855, Brand Image (X2) is 0.844, and Purchase Decision (Y) is 0.858. All of these values are > 0.60, so the research instrument is declared reliable and capable of producing consistent data..

Classical Assumption Test

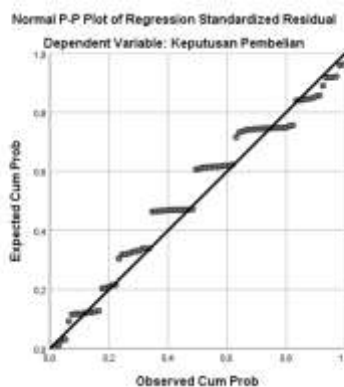


Figure 1 Normality Test Results

Table 14 Multicollinearity Test Results

Coefficients				
Model		Sig	Collinearity Statistics	
			Tolerance	VIF
1	(constant)	,738		
	Social media marketing	,761	,421	2,373
	Brand image	,000	,421	2,373

a. Dependent Variable: Purchase Decision

The multicollinearity test results showed a tolerance value of 0.421 and a VIF of 2.373 for the Social Media Marketing and Brand Image variables. Since the tolerance value is >0.10 and the VIF is <10 , it can be concluded that the regression model does not experience multicollinearity and is suitable for further analysis.

Table 15 Heteroscedasticity Test Results

Model		T	Sig.
1	(constant)	2,246	,027
	Social media marketing	,080	,936
	Brand image	-.773	,442
a. Dependent variable ABS_RES			

Based on the results of the heteroscedasticity test using the Glejser Test, the significance value of the Social Media Marketing variable is 0.936 and Brand Image is 0.442, both greater than 0.05. Thus, it can be concluded that there are no symptoms of heteroscedasticity and the classical assumptions have been met.

Descriptive Analysis Test

Table 16 Descriptive Statistics Results

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Standard deviation
Social Media Marketing	88	29.00	70.00	61.5909	7.26452
Brand Image	88	34.00	70.00	62.9659	6.62883
Buying decision	88	31.00	70.00	62.1705	7.19550
Valid N (listwise)	88				

Based on descriptive analysis of 88 respondents, it can be concluded that Social Media Marketing (X1) has an average value of 61.5909, Brand Image (X2) is 62.9659, and Purchase Decision (Y) is 62.1705. The standard deviation of each variable is 7.26452; 6.62883; and 7.19550, which indicates that there is variation in respondents' answers to each variable.

Simple Linear Regression Test

Table 17 Results of Simple Linear Regression Test of Social Media Marketing Variable (X1) on Purchasing Decision (Y)

Purchasing Decision (1)						
Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	19,684	4,753		4,141	,000
	Social Media Marketing	,690	,077	,696	9,000	,000
a. Dependent Variable: Purchasing Decision						

The analysis results show a regression equation of $Y = 19.684 + 0.690X_1$. This means that Social Media Marketing has a positive effect on Purchasing Decisions. Every one unit increase in Social Media Marketing is estimated to increase Purchasing Decisions by 0.690 units..

Table 18 Results of Simple Linear Regression Test of Brand Image Variable (X2) on Purchasing Decision (Y)

Coefficients ^a					
Model	Unstandardized Coefficients			Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	-1,135	2,794		-.406
	Brand image	1,005	,044	,926	22,784

a. Dependent Variable: Purchasing Decision

The analysis results produce a regression equation $Y = -1.135 + 1.005X_2$. This means that Brand Image has a positive effect on Purchasing Decisions. Every one unit increase in Brand Image is estimated to increase Purchasing Decisions by 1.005 units, assuming other factors remain constant..

Multiple Linearity Test

Table 19 Results of Multiple Linear Test of Social Media Marketing Variables (X1) and Brand Image (X2) on Purchasing Decisions (Y)

Coefficients ^a					
Model	Unstandardized Coefficients			Standardized Coefficients	
		B	Std. Error	Beta	T
(Constant)		-.962	2,865		-.336
Social Media Marketing		-.019	,062	-.019	-.305
Brand Image		1,021	,068	,941	14,944

a. Dependent Variable: Purchasing Decision

The analysis results produce a regression equation $Y = -0.962 - 0.019X_1 + 1.021X_2$. This means that Social Media Marketing (X1) has a negative effect on Purchasing Decisions, with every one-unit increase in X1 decreasing Y by 0.019 units. Meanwhile, Brand Image (X2) has a positive effect, so that every one-unit increase in X2 increases Purchasing Decisions by 1.021 units, with other variables remaining constant..

Table 20 Correlation Coefficient

Coefficient Interval	Relationship Level
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Currently
0.60 – 0.799	Strong
0.80 – 1,000	Very strong

Table 21 Correlation Coefficient Test Results

		Correlations		
		Social Media Marketing	Brand Image	Buying decision
Social Media Marketing	Pearson correlation	1	,761**	,696**
	Sig. (2-tailed)		,000	,000
	N	88	88	88
Brand Image	Pearson correlation	,761**	1	,926**
	Sig. (2-tailed)	,000		,000
	N	88	88	88
Buying decision	Pearson correlation	,696**	,926**	1
	Sig. (2-tailed)	,000	,000	
	N	88	88	88

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the correlation results of 88 respondents, Social Media Marketing (X1) has a strong positive relationship with Brand Image (X2) of 0.761, as well as with Purchasing Decisions (Y) of 0.696. Meanwhile, Brand Image (X2) has a very strong positive relationship with Purchasing Decisions (Y) of 0.926. All of these relationships are significant with a Sig. value of $0.000 < 0.01$, so the better the Social Media Marketing and Brand Image, the higher the Purchasing Decision.

Table 22 Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,926a	,858	,855	2.74292
a. Predictors: (Constant), Brand Image, Social Media Marketing				
b. Dependent Variable: Purchase Decision				

Based on the results of the determination coefficient test, an R Square of 0.858 was obtained, which means that Social Media Marketing and Brand Image together are able to explain 85.8% of the variation in Purchasing Decisions, while 14.2% is influenced by other factors outside the study. The R value of 0.926 indicates a very strong relationship between the independent variables and Purchasing Decisions.

Hypothesis Testing

Table 23 Partial Test Results (T-Test) of Social Media Marketing Variables (X1), Brand Image (X2) on Purchasing Decisions (Y)

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	-,962	2,865		-,336
	Social Media Marketing	-,019	,062	-,019	-,305
	Brand Image	1,021	,068	,941	14,944
a. Dependent Variable: Purchasing Decision					

The Influence of Social Media Marketing and Brand Image on Purchasing Decisions

a. Social Media Marketing on Purchasing Decisions

The test results show a t-count of $-0.305 < t\text{-table of } 1.988$ with a significance of $0.761 > 0.05$, so H_0 is accepted and H_a is rejected. This means that Social Media Marketing does not have a significant effect on Purchasing Decisions.

b. Brand Image on Purchasing Decisions

The test results show a t-count of $14.944 > t\text{-table of } 1.988$ with a significance of $0.000 < 0.05$. This means that Brand Image has a positive and significant effect on Purchasing Decisions. The better the Brand Image, the higher the consumer's Purchasing Decision.

Table 24 Simultaneous Test Results (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3864,937	2	1932,468	256,854	,000b
	Residual	639,506	85	7,524		
	Total	4504,443	87			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), Brand Image, Social Media Marketing						

In the results of the data analysis in table 24 above, the F-count value was obtained at 256.854 with a significance level of 0.000. Because the F-count value > F table (256.854 > 3.10) and the significance value is much smaller than the specified real level (0.000 < 0.05), it can be concluded that Social Media Marketing and Brand Image simultaneously (together) have a positive and significant effect on purchasing decisions.

Discussion

1. The Influence of Social Media Marketing Variables (X1) on Purchasing Decisions (Y)

Based on the results of simple linear analysis, the following regression equation was obtained:

$$Y = 19.684 + 0.690 X1$$

The equation shows that the constant value is 19.684. This means that if the Social Media Marketing variable is considered unchanged or has a constant value, then the Purchase Decision value is 19.684. The regression coefficient of the Social Media Marketing variable is 0.690, which is positive, meaning that every one unit increase in Social Media Marketing will increase the Purchase Decision by 0.690 units.

Furthermore, the correlation coefficient test yielded a value of 0.696. This value indicates a positive relationship between social media marketing and consumer purchasing decisions. This means that the better the social media marketing activity, the higher the consumer purchasing decisions.

Furthermore, the coefficient of determination test results obtained an R-square value of 0.484 or 48.4%. This indicates that 48.4% of the variation in purchasing decisions can be explained by the Social Media Marketing variable, while the remaining 51.6% is influenced by other factors outside the study.

However, based on the results of the hypothesis test (t-test) in multiple regression analysis, the calculated t-value was -0.305 with a significance value of 0.761. This significance value is greater than 0.05 (0.761 > 0.05) so that H0 is accepted and H1 is rejected. Thus, it can be concluded that Social Media Marketing does not have a significant effect on purchasing decisions at the Pro Lc Racing Team Workshop.

In line with Zaenati, Hidayati, and Kurnia (2022:75), who stated that social media marketing has no partial effect on purchasing decisions, while brand image has a significant influence. This study explains that consumers do not always use social media activity as the primary basis for making purchasing decisions.

The results of this study indicate that although social media marketing has a strong positive relationship with purchasing decisions, when analyzed together with brand image variables, the effect of social media marketing becomes insignificant. This indicates that consumer purchasing decisions are more influenced by other factors, particularly brand image. In other words, marketing activities through social media alone are not enough to encourage consumers to make purchases if they are not supported by a strong brand image.

2. Influence of Brand Image (X2) on Purchasing Decisions (Y)

Based on the results of the simple linear regression analysis, the following regression equation was obtained:

$$Y = -1.135 + 1.005 X2$$

The results show that the constant value of -1.135 means that if the Brand Image variable is considered zero, then the Purchase Decision value is -1.135. The regression coefficient value of 1.005 indicates that every one unit increase in Brand Image will increase the Purchase Decision by 1.005 units.

Furthermore, the correlation coefficient test results obtained a correlation coefficient (r) of 0.926. This value indicates that the relationship between brand image and purchasing decisions is very strong and has a positive direction. This means that the better the brand image, the higher the consumer's purchasing decision.

Furthermore, based on the results of the coefficient of determination test, the R-square value was 0.858, or 85.8%. This indicates that Brand Image can explain the effect, while the remaining 14.2% is influenced by other variables outside the study.

Based on the results of the hypothesis test (t -test), the calculated t -value was 14.944 with a significance value of 0.000. This significance value is smaller than 0.05 ($0.000 < 0.05$) so that H_0 is rejected and H_2 is accepted. Thus, it can be concluded that Brand Image has a positive and significant effect on purchasing decisions.

The findings of this study are in line with the views of Kotler and Keller (2022:286) who explain that Brand Image reflects various perceptions and consumer beliefs towards a brand which are formed from the experiences and information obtained by consumers.

These results also align with research by Irvan and Erdiansyah (2022:226), which demonstrated a positive and significant influence of brand image on purchasing decisions. This means that the stronger the image associated with a company or brand, the more likely consumers are to choose and make a purchase.

Based on research results, brand image is one of the aspects that plays a crucial role in shaping consumer purchasing decisions. A positive brand image can increase consumer trust in a product, thereby encouraging confidence in making a purchase. Therefore, the better a product's image, the more positive consumer perception of it, and the greater the likelihood of a purchase decision.

3. The Influence of Social Media Marketing (X1) and Brand Image (X2) on Purchasing Decisions (Y)

Based on the results of multiple linear regression, the following regression equation is obtained:

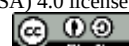
$$Y = -0.962 - 0.019 X_1 + 1.021 X_2$$

Based on the regression equation obtained, the constant value of -0.962 represents the Purchase Decision value when the Social Media Marketing and Brand Image variables remain unchanged or are in a fixed condition. Furthermore, the Social Media Marketing variable has a coefficient value of -0.019. This figure indicates a negative relationship, so that if Social Media Marketing increases by one unit, the Purchase Decision is estimated to decrease by 0.019 units. However, the magnitude of this change is relatively low and does not statistically show a significant effect. In contrast to Social Media Marketing, Brand Image has a regression coefficient of 1.021. This result means that an increase in Brand Image by one unit is followed by an increase in Purchase Decision by 1.021 units.

The coefficient of determination test yielded an R value of 0.926. These results demonstrate a highly significant relationship between Social Media Marketing and Brand Image simultaneously and Purchasing Decisions. Meanwhile, the R Square value of 0.858 indicates that 85.8% of the variation in Purchasing Decisions can be explained by the two independent variables used in the study. The remaining 14.2% is attributed to other factors not included in the study.

Joint testing through the F test produces a calculated F value of 256.854 with a significance level of 0.000. Because the significance value is below the 0.05 limit, namely $0.000 < 0.05$, the null hypothesis (H_0) is rejected and H_3 is accepted. These findings indicate that Social Media Marketing and Brand Image simultaneously have a significant influence on Purchasing Decisions.

Although simultaneous testing showed a significant effect, individual testing results indicated that Brand Image contributed the most. This is evident from the standardized beta value of 0.941 and the calculated t -value of 14.944, which is higher than the Social Media Marketing variable. Thus, Brand Image plays a stronger role in explaining changes in Purchasing Decisions than Social Media Marketing.



The findings of this study align with those of Irvan and Erdiansyah (2022), who found that brand image and social media marketing significantly influence purchasing decisions when tested simultaneously. Using these two aspects together can support increased consumer purchasing decisions through a company's marketing strategy.

Overall, the analysis results show that Brand Image is the variable with the most dominant influence on Purchasing Decisions. Conversely, Social Media Marketing, individually, has not shown a significant influence. However, when both variables are placed together in the research model, both are able to have a significant influence on Purchasing Decisions.

Conclusion

Based on the research results, it can be concluded that Instagram Social Media Marketing partially has no significant effect on Purchasing Decisions at the Pro Lc Racing Team Workshop in South Tangerang, with a calculated t value of -0.305 and a significance of 0.761. On the other hand, Brand Image has a positive and significant effect on Purchasing Decisions, with a calculated t value of 14.944 and a significance of 0.000. Simultaneously, Social Media Marketing and Brand Image have a significant effect on Purchasing Decisions, indicated by a calculated F value of 256.854 with a significance of 0.000. The R Square value of 0.858 indicates that the two variables are able to explain 85.8% of the variation in Purchasing Decisions, while the remaining 14.2% is explained by factors outside the research model. This finding indicates that Brand Image is a more dominant factor in driving Purchasing Decisions than marketing activities through Instagram. Practically, workshops need to maintain and strengthen their brand image through service quality, professionalism, consistency of work results, and positive consumer experiences. Instagram activities also need to be developed more strategically so that they are not only oriented towards conveying information, but are able to build consumer trust and engagement.

This study has limitations in the number of respondents (88 people), the use of purposive sampling technique, and the research object is limited to one workshop in South Tangerang, so the generalization of the research results must be done carefully. In addition, the study only used Social Media Marketing and Brand Image as independent variables, so there is still 14.2% of the variation in Purchasing Decisions that is not explained. Future research is recommended to involve a larger number of respondents, a wider scope of objects, and consider other variables such as service quality, price, consumer trust, customer experience, electronic word of mouth, and promotion. Future research can also use a longitudinal approach or compare several social media platforms to obtain a more comprehensive picture of the effectiveness of digital marketing.

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