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The Influence of Instagram Social Media @910shoes and Brand Trust on Consumer Purchasing Decisions at the 910 Concept Store FX Sudirman, South Jakarta

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Abstract : *The development of social media has changed marketing activities and the way consumers obtain information before making a purchase. Instagram is one of the media used by 910 Concept Store FX Sudirman to promote products and communicate with consumers. This study aims to analyze the influence of Instagram Social Media @910shoes and Brand Trust on Consumer Purchasing Decisions. The study uses a quantitative method with an associative approach. The research population is consumers who have purchased 910 shoe products, with a sample of 96 respondents determined through non-probability sampling with a purposive sampling technique. The research instrument is a questionnaire with a five-point Likert scale. Data analysis uses SPSS version 25 through validity, reliability, classical assumptions, multiple linear regression, correlation, determination, as well as t-test and F-test. The results of the study show that Instagram Social Media @910shoes has a significant effect on Purchasing Decisions with a calculated t of 43.903 and a significance of 0.000. Brand Trust also has a significant effect with a calculated t of 7.550 and a significance of 0.000. Simultaneously, both variables have a significant effect with an F count of 28.864 and a significance of 0.000. In conclusion, Instagram Social Media @910shoes and Brand Trust partially and simultaneously play a role in increasing Consumer Purchasing Decisions.*

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Introduction

The development of information and communication technology has transformed marketing activities, particularly how companies communicate product information, promote their products, and build relationships with consumers. The internet has evolved from a communication tool into an essential component of digital marketing, influencing how consumers search for product information,

compare brands, evaluate alternatives, and make purchasing decisions. In this context, social media serves not only as a promotional channel but also as a platform for building consumer engagement and maintaining relationships with customers. Tuten and Solomon (2020) explain that social media marketing enables companies to develop communication and engagement with consumers through various forms of digital content. Therefore, effective social media management is increasingly important for companies seeking to strengthen their market presence and competitiveness.

Instagram is particularly relevant to digital marketing because its visual features, including photos, videos, reels, and interactive functions, allow companies to communicate product information and engage with consumers. Through these features, businesses can introduce new products, expand their market reach, and encourage consumers to consider their offerings. However, the availability of social media alone does not guarantee that consumers will receive clear information or develop sufficient confidence in a brand. Ferrinadewi (2023) explains that consumer behavior involves identifying needs, searching for information, evaluating alternatives, and selecting products. Consequently, the quality of information and interactions available through social media may be relevant to consumers' purchasing considerations. This issue is particularly important in Indonesia's competitive footwear industry, which comprises 53,333 small-scale industries and 737 medium and large-scale industries and employs more than 730 thousand workers (Niaga.Asia, 2025).

In this competitive environment, 910 Concept Store FX Sudirman uses the Instagram account @910shoes to promote its products, introduce new collections, provide product information, and communicate with consumers and the sports community. The account has approximately 256 thousand followers, indicating an established digital audience. Nevertheless, a preliminary survey of 30 respondents identified several aspects of Instagram marketing that require improvement. The average proportion of “Yes” responses for the Instagram Social Media variable was 66.7%, while “No” responses accounted for 33.3%. In particular, the ease of obtaining information about shoe-size availability received 53.3%, the responsiveness of the account administrator to comments and direct messages received 56.7%, and the account's ability to connect consumers with the running or sports community received 60.0%. These findings suggest that, despite the account's audience reach, consumers may still experience limitations in accessing product information and obtaining timely responses. Such limitations are relevant to the present study because incomplete information and less responsive communication may affect how consumers evaluate the products and the store before making purchasing decisions. As Kotler, Keller, and Chernev (2022) explain, marketing in the digital era involves not only delivering information but also building relationships with consumers.

In addition to social media management, brand trust represents another relevant aspect of consumer purchasing decisions. The preliminary survey of 30 respondents showed that the Brand Trust variable received an average of 68.3% “Yes” responses and 31.7% “No” responses. Although the results indicate generally favorable perceptions, several indicators remained relatively low. Responsiveness in addressing requests for stock information and consumer complaints received 60.0%, while consistency in consumer satisfaction during product use and perceptions of honesty and transparency in communicating product specifications and advantages each received 63.3%. These results indicate areas where consumer confidence could be strengthened, particularly through responsive service, consistent product experiences, and accurate product information. In the context of sports footwear, these aspects are relevant because consumers need confidence in a brand's reliability and the credibility of its product claims when evaluating available alternatives. Accordingly, examining brand trust alongside Instagram marketing can provide a more comprehensive understanding of the factors associated with consumer purchasing decisions at 910 Concept Store FX Sudirman.

The sales records of 910 Concept Store FX Sudirman provide additional context for examining this research problem. Total sales increased from Rp3,779,323,500 in 2023 to Rp5,743,012,600 in 2024, before declining to Rp4,729,897,800 in 2025. This fluctuation indicates that sales performance varied during the observed period. However, sales changes alone do not establish that Instagram marketing or brand trust caused the increase or subsequent decline, as other factors may also contribute to sales performance. Therefore, the sales data should be interpreted as contextual evidence supporting the need to examine the relationship between marketing-related factors and purchasing decisions rather than as direct evidence of a causal relationship. The preliminary survey of purchasing decisions also identified areas for improvement: although the average proportion of “Yes” responses was 73.6%, only 56.7% of

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respondents considered 910 Concept Store FX Sudirman their primary choice when purchasing sports shoes, and 60.6% selected the brand because they perceived it to have advantages over competing sports shoe brands. In addition, observations of the @910shoes Instagram account identified comments concerning shoe-size availability, product stock, delays in obtaining information, product specifications, product quality, packaging, and service. Taken together, these findings provide a basis for investigating whether Instagram social media and brand trust are associated with consumer purchasing decisions in this specific retail context.

Previous studies have examined relationships between promotional activities, social media, brand trust, and consumer decisions, but their variables and research contexts differ from those of the present study. Santoso (2021), in a study entitled "The Effect of Promotion Mix and Brand Trust on Indi Home Customer Decisions in the Ciputat Area," found that promotion mix and brand trust had positive and significant effects on customer decisions. This study provides relevant evidence concerning brand trust and customer decisions, although its context involves telecommunications services and a promotion-mix variable rather than a specific Instagram account for sports footwear. Nikmah and Putri (2024), in their study "The Effect of Brand Image, Brand Trust, and Social Media Advertising on Consumer Buying Decisions for Wardah Products," found that brand trust and social media advertising had positive effects on purchasing decisions. Their findings are relevant to the present study because they examine both digital promotion and brand trust, although the research focuses on Wardah products and social media advertising rather than Instagram marketing at a physical sports footwear store. Meanwhile, Anggraini, Hermawan, and Riswandi (2025), in their study "The Influence of Promotion and Brand Trust on Purchase Intention of GLAZE Brand Jam Products in Modern Trade Channels in Tangerang City, Indonesia," found significant relationships between promotion, brand trust, and purchase intention. However, purchase intention differs from an actual purchasing decision, and the study concerns a different product category and retail context.

These previous studies establish the relevance of promotion, social media advertising, and brand trust to consumer-related outcomes. Nevertheless, the present study addresses a more specific context by examining Instagram Social Media @910shoes and Brand Trust together in relation to Consumer Purchasing Decisions at 910 Concept Store FX Sudirman, South Jakarta. The research focus is distinct in its examination of a specific brand-owned Instagram account and a physical sports footwear retail outlet, where preliminary findings identify issues involving product information, customer-service responsiveness, and consumer perceptions of brand reliability. Accordingly, the research gap lies in the limited context-specific evidence presented by the cited studies concerning the relationship between these two variables and purchasing decisions among consumers of 910 Concept Store FX Sudirman. This study seeks to address that gap by testing the individual and simultaneous relationships of Instagram Social Media @910shoes and Brand Trust with Consumer Purchasing Decisions.

Based on the background and research gap, this study aims to examine the influence of Instagram Social Media @910shoes on Consumer Purchasing Decisions, examine the influence of Brand Trust on Consumer Purchasing Decisions, and analyze the simultaneous influence of both variables on Consumer Purchasing Decisions at 910 Concept Store FX Sudirman, South Jakarta. The findings are expected to provide empirical evidence relevant to the relationship between social media marketing, brand trust, and purchasing decisions in the local sports footwear retail context, while providing an evaluation basis for improving Instagram content and customer interactions and strengthening consumer trust.

Research Methods

This study uses a quantitative method to analyze the influence of Instagram Social Media @910shoes and Brand Trust on Consumer Purchasing Decisions at the 910 Concept Store FX Sudirman, South Jakarta. According to Sugiyono (2023:16), quantitative research is a research method based on the philosophy of positivism which is used to research certain populations or samples by collecting data using research instruments and analyzing quantitative or statistical data to test predetermined

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hypotheses. The study was conducted at the 910 Concept Store FX Sudirman located at 1, RT.1/RW.3, Gelora, Tanah Abang District, Central Jakarta City, DKI Jakarta 10270, with the research period starting in October 2025.

The population in this study is all consumers who have purchased 910 shoe products, especially consumers who follow Instagram @910shoes and actively view content published by the account. According to Sugiyono (2017:80), a population is a generalization area consisting of objects or subjects that have certain characteristics that researchers determine to be studied and then conclusions drawn. Because the number of consumer populations that meet the research characteristics is not known with certainty, sampling was carried out using a non-probability sampling technique through a purposive sampling method, namely selecting respondents based on certain criteria that are in accordance with the research objectives. Determination of the number of samples using the Cochran formula according to Sugiyono (2023:136) with a confidence level of 95%, a Z value of 1.96, a proportion of p of 0.5, q of 0.5, and an error rate of 10%, so that the number of samples obtained was 96 respondents.

The research instrument used was a questionnaire compiled based on the variables of Instagram Social Media @910shoes, Brand Trust, and Consumer Purchasing Decisions. Data collection was carried out through primary and secondary data. Primary data was obtained directly from respondents through observation and questionnaire distribution, while secondary data was obtained through documentation and literature studies related to the research. According to Sugiyono (2023:269), data collection is an important stage in research because it determines the quality of the data obtained, while Sugiyono (2018:308) explains that primary data is obtained directly from data sources and secondary data is obtained indirectly through supporting sources. The questionnaire was used because according to Sugiyono (2018:142) this technique is effective when researchers already know the variables to be measured and the type of information expected from respondents. Measurement of respondents' answers used a Likert scale with five alternative answers, namely strongly agree, agree, less agree, disagree, and strongly disagree with weights of 5, 4, 3, 2, and 1, respectively.

Data analysis was conducted quantitatively using SPSS version 25. According to Sugiyono (2018:147), data analysis includes grouping, tabulation, presentation, calculations to answer the problem formulation, and hypothesis testing. The analysis techniques used include validity tests, reliability tests, classical assumptions, multiple linear regression, correlation coefficients, determination coefficients, as well as t-tests and F-tests.

Results and Discussion

Descriptive Analysis of Respondent Characteristics

Table 1. Respondent Characteristics Based on Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	30	31.3	31.3	31.3
	Woman	66	68.8	68.8	100.0
	Total	96	100.0	100.0	

Source: Data processed by SPSS Version 25, 2026.

Based on the data in the table above, of the 99 respondents, 30 (31.3%) were male, while 66 (68.8%) were female. Based on gender, it can be concluded that the respondents were predominantly female.

Table 2. Respondent Characteristics Based on Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 25 Years	7	7.3	7.3	7.3
	25-35 Years	39	40.6	40.6	47.9
	36-45 Years	41	42.7	42.7	90.6
	46-50 Years	9	9.4	9.4	100.0
	Total	96	100.0	100.0	

Source: Data processed by SPSS Version 25, 2026.

Based on the data in the table above, there are 7 respondents aged under 25 years or 7.3%, 39 respondents aged between 25-35 years or 40.6%, 41 respondents aged between 36-45 years or

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42.7%, and 9 respondents aged between 46-50 years or 9.4%. Based on age, it can be concluded that the respondents are dominated by respondents aged 36-45 years.

Table 3. Respondent Characteristics Based on Occupation

	Work	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil Servants/TNI/Polri	8	8.3	8.3	8.3
	Self-employed	25	26.0	26.0	34.4
	Private sector employee	44	45.8	45.8	80.2
	Students	19	19.8	19.8	100.0
	Total	96	100.0	100.0	

Source: Data processed by SPSS Version 25, 2026

Based on the data in the table above, 8 respondents (8.3%) work as civil servants/military/police officers, 25 (26.0%) work as entrepreneurs, 44 (45.8%) work as private employees, and 19 (19.8%) are still students. Based on the respondents' occupations, it can be concluded that the respondents are predominantly private employees.

Table 4. Respondent Characteristics Based on Purchases

	Purchase	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	For Personal Use	91	94.8	94.8	94.8
	For Gifts	5	5.2	5.2	100.0
	Total	96	100.0	100.0	

Source: Data processed by SPSS Version 25, 2026.

Based on the data in the table above, there were 91 respondents who had purchased for their own use or 94.8%, and 5 people or 5.2% had purchased to give gifts to other people. Based on respondents' purchases, it can be concluded that respondents were dominated by respondents who bought for their own use.

Descriptive Analysis of Respondents' Assessments or Answers

Table 5. Respondent Response Interval Table

Scale Range	Description / Criteria	Abbreviated
1.00 – 1.79	Strongly Disagree / Strongly Disagree	STS / STB
1.80 – 2.59	Disagree / Not Good	TS / TB
2.60 – 3.39	Disagree / Disagree	KS / KB
3.40 – 4.19	Agree / Good	S/B
4.19 – 5.00	Strongly Agree / Very Good	SS / SB

Source: Sugiyono (2023:95).

Based on the above criteria, an assessment or respondent's answers can be made according to the following statement items:

Table 6. Respondents' Answers to the Instagram Social Media Variable @910shoes (X1)

No	Statement	Answer Criteria SS	S	KS	TS	STS	Total Variants	Number of Samples	*Mean* Score	Note
		5	4	3	2	1				
	1. The existence of interesting and entertaining content (context)									
1	The visual content (photos/videos/reels) on the Instagram account @910shoes is presented in an attractive and aesthetic manner.	8	31	43	12	2	319	96	3.32	KB
2	The product specification	14	23	48	7	4	324	96	3.38	KB

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No	Statement	Answer Criteria					Total Variants	Number of Samples	*Mean* Score	Note
		SS	S	KS	TS	STS				
		5	4	3	2	1				
	information for sports shoes uploaded on Instagram @910shoes is very clear and easy to understand.									
	2. There is interaction between consumers and sellers (communication)									
3	The admin of the Instagram account @910shoes is very responsive and friendly in replying to comments or direct messages (DM) from consumers.	20	40	36	0	0	368	96	3.83	B
4	The Instagram account @910shoes actively builds interactive two-way communication with its followers.	25	40	29	2	0	376	96	3.92	B
	3. Ease of searching for product information (connection)									
5	Bio link on Instagram @910shoes provides easy access to connect directly with catalog info at the FX Sudirman physical store.	18	50	28	0	0	374	96	3.90	B
6	Navigation features (highlights/story) in Instagram @910shoes made it easy for me to find out the address and operating hours of the 910 Concept Store FX Sudirman.	16	53	26	1	0	372	96	3.88	B
	4. Ease of communicating information to the public (connection)									
7	Share and repost features on Instagram @910shoes makes it easy for followers to share product promotional content to a wider public network.	24	46	26	0	0	382	96	3.98	B
8	@910shoes Instagram content facilitates consumers to tag the official account when sharing their sports experiences.	17	58	21	0	0	380	96	3.96	B
	5. Level of trust in social media (confidence)									
9	The presence of an official verification mark (blue tick) on the Instagram account @910shoes increases my confidence in the authenticity of the product.	16	49	29	1	1	366	96	3.81	B
10	Positive customer testimonials and reviews uploaded on Instagram @910shoes removed my doubts about purchasing the product.	15	45	33	2	1	359	96	3.74	B

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No	Statement	Answer Criteria					Total Variants	Number of Samples	*Mean* Score	Note
		SS	S	KS	TS	STS				
		5	4	3	2	1				
	TOTAL	**173**	**435**	**319**	**25**	**8**	**3620**	**960**	Average	
	Percentage	**18.0%**	**45.3%**	**33.2%**	**2.6%**	**0.8%**	**100%**	Average	**3.77**	B

Source: Data processed by Spss Version 25, 2026.

Based on the data in the table above, the respondents' responses to the statement of the Instagram social media variable @910shoes obtained an average score of 3.77 where the score is included in the scale range of 3.40-4.19 with good criteria, meaning that the majority of respondents gave a good answer (B).

Table 7. Respondents' Answers to the Brand Trust Variable (X2)

No	Statement	Answer Criteria					Total Variants	Number of Samples	*Mean* Score	Note
		SS	S	KS	TS	STS				
		5	4	3	2	1				
	1. Brand Reliability									
1	The 910 Nineten shoe brand has consistent physical quality reliability according to international standards.	8	36	43	8	1	330	96	3.44	B
2	The 910 Nineten sports shoe product has high durability when used for various sports activities.	24	43	26	2	1	375	96	3.91	B
	2. Brand Intentions									
3	The 910 Nineten brand shows great attention to the comfort and safety of its users' feet.	11	25	48	9	3	320	96	3.33	KB
4	910 Nineten is fully responsible for responding to complaints or input provided by consumers.	8	31	48	6	3	323	96	3.36	KB
	3. Brand Confidence									
5	I feel safe and free from the risk of functional loss when choosing to use 910 Nineten shoe products.	18	42	36	0	0	366	96	3.81	B
6	The positive reputation of the 910 Nineten brand makes me confident when wearing it in the sports community environment.	14	54	28	0	0	370	96	3.85	B
	4. Brand Satisfaction									
7	Past consumption experiences regarding the performance of 910 Nineten shoes have always provided deep satisfaction.	23	40	33	0	0	374	96	3.90	B
8	Consistent quality over time keeps me loyal to using sports products from 910 Nineten.	18	48	30	0	0	372	96	3.88	B

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No	Statement	Answer Criteria					Total Variants	Number of Samples	*Mean* Score	Note
		SS	S	KS	TS	STS				
		5	4	3	2	1				
	5. Brand Integrity									
9	The 910 Nineten brand upholds honesty by aligning advertising claims in the media with the physical reality of the product.	21	45	29	0	1	373	96	3.89	B
10	The selling price of 910 Nineten products is considered honest and reflects the real value of the benefits obtained by consumers.	27	39	29	0	1	379	96	3.95	B
	TOTAL	**172**	**403**	**350**	**25**	**10**	**3582**	**960**	Average	
	Percentage	**17.9%**	**42.0%**	**36.5%**	**2.6%**	**1.0%**	**100%**	Average	**3.73**	B

Source: Data processed by SPSS Version 25, 2026.

Based on the data in the table above, the respondents' responses to the brand trust variable statement obtained an average score of 3.73, where this score is included in the scale range of 3.40-4.19 with good criteria, meaning that the majority of respondents gave a good answer (B).

Table 8. Respondents' Answers to Consumer Purchasing Decision Variables (Y)

No	Statement	Answer Criteria					Total Variants	Number of Samples	*Mean* Score	Note
		SS	S	KS	TS	STS				
		5	4	3	2	1				
	1. Brand choice									
1	I decided to make 910 Nineten my first choice when I needed local sports shoe products.	10	30	40	14	2	320	96	3.33	KB
2	I chose to buy 910 Nineten shoes because they have superior technological innovation compared to competing brands.	12	27	44	10	3	323	96	3.36	KB
	2. Choice of distribution channels									
3	I deliberately chose to purchase the product directly at the official 910 Concept Store FX Sudirman outlet.	18	45	31	2	0	367	96	3.82	B
4	The strategic location of the 910 Concept Store FX Sudirman solidified my decision to shop at the physical store.	26	52	17	1	0	391	96	4.07	B
	3. Purchase amount									
5	I decided to buy 910 Nineten shoes in an amount that suits my sports activity needs.	15	54	27	0	0	372	96	3.88	B
6	I am willing to buy more than one 910 Nineten product variant if there is a profitable bundling package promo offer.	13	56	27	0	0	370	96	3.85	B
	4. Time of purchase									
7	I took the time to make a special purchase of 910 Nineten shoes at the	23	49	24	0	0	383	96	3.99	B

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No	Statement	Answer Criteria					Total Variants	Number of Samples	*Mean* Score	Note
		SS	S	KS	TS	STS				
		5	4	3	2	1				
	launch of the latest article collection.									
8	The regular promotional information uploaded on Instagram @910shoes prompted me to immediately make a purchase transaction.	20	50	26	0	0	378	96	3.94	B
	5. Payment method									
9	The availability of various alternative non-cash payment methods (QRIS/debit) at 910 Concept Store FX Sudirman influenced my purchasing decision.	24	43	28	0	1	377	96	3.93	B
10	I feel safe and comfortable completing payment transactions at 910 Concept Store FX Sudirman.	21	44	30	0	1	372	96	3.88	B
	TOTAL	**182**	**450**	**294**	**27**	**7**	**3653**	**960**	Average	
	Percentage	**19.0%**	**46.9%**	**30.6%**	**2.8%**	**0.7%**	**100%**	Average	**3.81**	B

Source: Data processed by SPSS Version 25, 2026.

Based on the data in the table above, the respondents' responses to the consumer purchasing decision variable statement obtained an average score of 3.81, where this score is included in the scale range of 3.40-4.19 with good criteria, meaning that the majority of respondents gave a good answer (B).

Instrument Validity Test

Table 9. Results of the Validity Test of the Instagram Social Media Variable @910shoes (X1)

No	Questionnaire	r count	r table	Information
1	The visual content (photos/videos/reels) on the Instagram account @910shoes is presented in an attractive and aesthetic manner.	0.690	0.201	Valid
2	The product specification information for sports shoes uploaded on Instagram @910shoes is very clear and easy to understand.	0.648	0.201	Valid
3	The admin of the Instagram account @910shoes is very responsive and friendly in replying to comments or direct messages (DM) from consumers.	0.648	0.201	Valid
4	The Instagram account @910shoes actively builds interactive two-way communication with its followers.	0.603	0.201	Valid
5	The bio link on Instagram @910shoes provides easy access to connect directly to the catalog info for the physical FX Sudirman store.	0.618	0.201	Valid
6	Navigation features (highlights/story) in Instagram @910shoes made it easy for me to find out the address and operating hours of the 910 Concept Store FX Sudirman.	0.579	0.201	Valid
7	Share and repost features on Instagram @910shoes makes it easy for followers to share product promotional content to a wider public network.	0.732	0.201	Valid
8	@910shoes Instagram content facilitates consumers to tag the official account when sharing their sports experiences.	0.616	0.201	Valid
9	The presence of an official verification mark (blue tick) on the Instagram account @910shoes increases my confidence in the authenticity of the product.	0.564	0.201	Valid
10	Positive customer testimonials and reviews uploaded on Instagram @910shoes removed my doubts about purchasing the product.	0.738	0.201	Valid

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Source: Data processed by SPSS Version 25, 2026.

Based on the data in the table above, all questionnaire items on the Instagram social media variable @910shoes (X1) obtained a calculated r value > r table (0.201), thus all questionnaire items were declared valid. Therefore, the questionnaire used was suitable to be processed as research data.

Table 10. Results of the Validity Test of the Brand Trust Variable (X2)

No	Questionnaire	r count	r table	Information
1	The 910 Nineten shoe brand has consistent physical quality reliability according to international standards.	0.734	0.201	Valid
2	The 910 Nineten sports shoe product has high durability when used for various sports activities.	0.733	0.201	Valid
3	The 910 Nineten brand shows great attention to the comfort and safety of its users' feet.	0.668	0.201	Valid
4	910 Nineten is fully responsible for responding to complaints or input provided by consumers.	0.732	0.201	Valid
5	I feel safe and free from the risk of functional loss when choosing to use 910 Nineten shoe products.	0.755	0.201	Valid
6	The positive reputation of the 910 Nineten brand makes me confident when wearing it in the sports community environment.	0.736	0.201	Valid
7	Past consumption experiences regarding the performance of 910 Nineten shoes have always provided deep satisfaction.	0.619	0.201	Valid
8	Consistent quality over time keeps me loyal to using sports products from 910 Nineten.	0.717	0.201	Valid
9	The 910 Nineten brand upholds honesty by aligning advertising claims in the media with the physical reality of the product.	0.751	0.201	Valid
10	The selling price of 910 Nineten products is considered honest and reflects the real value of the benefits obtained by consumers.	0.822	0.201	Valid

Source: Data processed by SPSS Version 25, 2026.

Based on the data in the table above, all questionnaire items on the brand trust variable (X2) obtained a calculated r value > r table (0.201), thus all questionnaire items were declared valid. Therefore, the questionnaire used was suitable to be processed as research data.

Table 11. Results of the Validity Test of Consumer Purchasing Decision Variables (Y)

No	Questionnaire	r count	r table	Information
1	I decided to make 910 Nineten my first choice when I needed local sports shoe products.	0.706	0.201	Valid
2	I chose to buy 910 Nineten shoes because they have superior technological innovation compared to competing brands.	0.778	0.201	Valid
3	I deliberately chose to purchase the product directly at the official 910 Concept Store FX Sudirman outlet.	0.717	0.201	Valid
4	The strategic location of the 910 Concept Store FX Sudirman solidified my decision to shop at the physical store.	0.698	0.201	Valid
5	I decided to buy 910 Nineten shoes in an amount that suits my sports activity needs.	0.683	0.201	Valid
6	I am willing to buy more than one 910 Nineten product variant if there is a profitable bundling package promo offer.	0.778	0.201	Valid
7	I took the time to make a special purchase of 910 Nineten shoes at the launch of the latest article collection.	0.704	0.201	Valid
8	The regular promotional information uploaded on Instagram @910shoes prompted me to immediately make a purchase transaction.	0.768	0.201	Valid
9	The availability of various alternative non-cash payment methods (QRIS/debit) at 910 Concept Store FX Sudirman influenced my purchasing decision.	0.689	0.201	Valid
10	I feel safe and comfortable completing payment transactions at 910 Concept Store FX Sudirman.	0.698	0.201	Valid

Source: Data processed by SPSS Version 25, 2026.

Based on the data in the table above, all questionnaire items on the consumer purchasing decision variable (Y) obtained a calculated r value > r table (0.201), thus all questionnaire items were declared valid. Therefore, the questionnaire used was suitable for processing as research data.

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Instrument Reliability Test

Table 12. Results of the Reliability Test of the Instagram Social Media Variable @910shoes (X1)

Reliability Statistics

Cronbach Alpha	N of Items
.844	10

Source: Data processed by SPSS Version 25, 2026

Based on the test results in the table above, it shows that the Instagram social media variable @910shoes (X1) obtained a Cronbach alpha value of 0.844 > 0.600, thus it is declared reliable.

Table 13. Results of the Reliability Test of the Brand Trust Variable (X2)

Reliability Statistics

Cronbach Alpha	N of Items
.901	10

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, it shows that the brand trust variable (X2) obtained a Cronbach alpha value of 0.901 > 0.600, thus it is declared reliable.

Table 14. Results of the Reliability Test of Consumer Purchasing Decision Variables (Y)

Reliability Statistics

Cronbach Alpha	N of Items
.896	10

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, it shows that the consumer purchasing decision variable (Y) obtained a Cronbach alpha value of 0.896 > 0.600, thus it is declared reliable.

Classical Assumption Testing

Table 15. Results of Normality Test with Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parametersa,b	Mean	.0000000
	Standard Deviation	2.60470898
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.054
Test Statistics		.073
Asymp. Sig. (2-tailed)		.200c,d

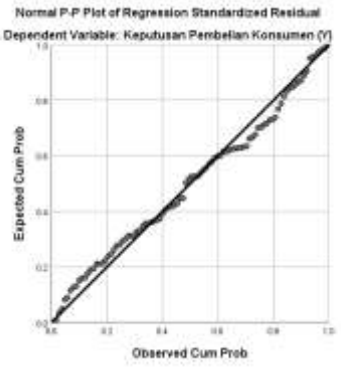
a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, a significance value of 0.200 > 0.050 was obtained. Thus, the distribution assumption of the equation in this test is normal.

Normality tests can also be carried out using probability plot graphs where the residual variables can be detected by looking at the distribution of residual points following the direction of the diagonal line, and this is in accordance with the results of the distribution diagram processed with SPSS Version 25 as in the graphic image below:

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Source: Data processed by SPSS Version 25, 2026.

Figure 1.PP Plot Graph of Normality Test Results

The image above shows that the normal probability plot graph exhibits a normal pattern. This is evident from the points spread around the diagonal line and their distribution follows the diagonal line. Therefore, it can be concluded that the regression model meets the assumption of normality:

Table 16. Multicollinearity Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	10,129	4,438		4,065	.000		
	Social Media Instagram (X1)	-077	.085	-.075	-.909	.366	.988	1,012
	Brand Trust (X2)	.576	.076	.623	7,598	.000	.988	1,012

a. Dependent Variable:Consumer Purchasing Decisions(Y)

Source: Data processed by SPSS Version 25, 2026.

Based on the results of the multicollinearity test in the table above, the tolerance value of the Instagram social media variable @910shoes is 0.988 and the brand trust is 0.988, the value is less than 1, and the Variance Inflation Factor (VIF) value of the Instagram social media variable @910shoes is 1.012 and the brand trust variable is 1.012, the value is less than 10. Thus, this regression model is stated to have no multicollinearity interference.

Table 17. Durbin-Watson Test Interpretation Guidelines

Criteria	Information
< 1,000	There is autocorrelation interference
1,100 – 1,550	Without conclusion
1,550 – 2,460	There is no autocorrelation interference
2,460 – 2,900	Without conclusion
> 2,900	There is autocorrelation interference

Source: Sugiyono (2023:184).

The results of the autocorrelation test are as follows:

Table 18. Results of the Autocorrelation Test with Durbin-Watson

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.619a	.383	.370	4,932	1,874

a. Predictors: (Constant), Brand Trust (X2), Instagram Social Media (X1)

b. Dependent Variable: Consumer Purchasing Decision (Y)

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, this regression model has no autocorrelation, this is proven by the Durbin-Watson value of 1.874 which is between the interval 1,550 – 2,460.

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Table 19. Results of Heteroscedasticity Test Using Glejser Test.

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1.134	3,068		-.370	.712
	Social Media Instagram (X1)	-.060	.087	-.091	-.690	.492
	Brand Trust (X2)	.093	.093	.132	.998	.321

a. Dependent Variable: RES2

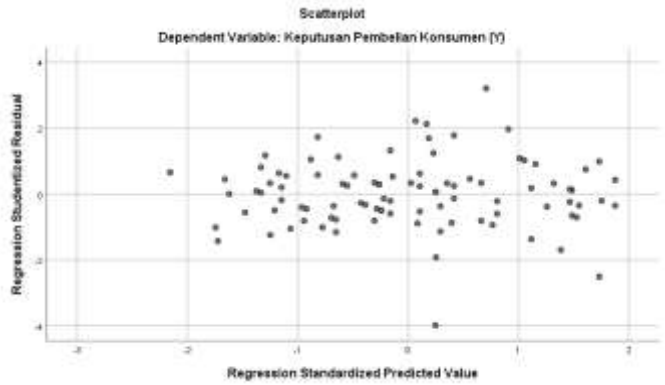
Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, the Glejser test model on the Instagram social media variable @910shoes (X1) obtained a significance value of 0.492 and brand trust (X2) obtained a significance value of 0.321 where both significance values (Sig.) > 0.05. Thus, the regression model on this data does not have heteroscedasticity interference, so this regression model is suitable for use as research data.

Testing can also be done by looking at the scatter plot graph between the predicted value of the dependent variable (ZPRED) and its residual value (SRESID) with the following conditions:

a. If the points are spread out without forming a particular pattern, then there is no heteroscedasticity disorder.
b. If the points form a certain pattern, such as a large wave widening and narrowing, then heteroscedasticity has occurred.

The results of the heteroscedasticity test are as follows



Source: Data processed by SPSS Version 25, 2026.

Figure 2.Scatter Plot Graph of Heteroscedasticity Test Results

Based on the results of the image above, the points in the scatterplot graph do not have a clear distribution pattern or form a specific pattern. Therefore, it is concluded that there is no heteroscedasticity in the regression model, making this regression model suitable for use as research data.

Quantitative Analysis

Table 20. Results of Simple Linear Regression Test of Instagram Social Media Variable @910shoes (X1) on Consumer Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,071	.845		1,267	.208
	Social Media Instagram (X1)	.967	.022	.976	43,903	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

Source: Data processed by SPSS Version 25, 2026.

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Based onBased on the test results in the table above, the regression equation Y = 1.071 + 0.976X1 can be obtained. From the equation above, the following conclusions can be drawn:

1) The constant value of 10,071 means that if the Instagram social media variable @910shoes (X1) does not exist or is zero, then the consumer purchasing decision value (Y) is 1,071 points.
2) The regression coefficient value of Instagram social media @910shoes (X1) is 0.976 (positive sign), this shows that every one unit increase in the Instagram social media variable @910shoes (X1) will result in an increase in consumer purchasing decisions (Y) of 0.976 points.

Table 21. Results of Simple Linear Regression Test of Brand Trust Variable (X2) on Consumer Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	15,099	3,034		4,977	.000
	Brand Trust (X2)	.568	.075	.614	7,550	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, the regression equation Y = 15.099 + 0.568X2 can be obtained. From the equation above, the following conclusions can be drawn:

1) The constant value of 15.099 means that if the brand trust variable (X2) does not exist or is zero, then the consumer purchasing decision value (Y) is 15.099 points.
2) The value of the brand trust regression coefficient (X2) is 0.568 (positive), this shows that every one unit increase in the brand trust variable (X2) will result in an increase in consumer purchasing decisions (Y) of 0.568 points.

Table 22. Results of Multiple Regression Test of Instagram Social Media Variables @910shoes (X1) and Brand Trust (X2) on Consumer Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.934	.932		1,002	.015
	Social Media Instagram (X1)	.960	.028	.970	33,966	.000
	Brand Trust (X2)	.009	.026	.010	.357	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, the regression equation Y = 0.934 + 0.960X1 + 0.009X2 can be obtained.From the equation above, the following conclusions can be drawn:

1) The constant value of 0.934 meansthat if the social media variables Instagram @910shoes (X1) and brand trust (X2) are not considered or have a value of zero, then the consumer purchasing decision (Y) will only have a value of 0.934 points.
2) Regression coefficient value of Instagram social media @910shoes (X1)as big as0.960 (positive sign), this shows that every one unit increase in the Instagram social media variable @910shoes (X1) will result in an increase in consumer purchasing decisions (Y) of 0.960 points.
3) Brand trust regression coefficient value (X2)as big as0.009 (positive sign), this shows that every one unit increase in the brand trust variable (X2) will result in an increase in consumer purchasing decisions (Y) of 0.009 points..

Table 23. Correlation Coefficient Interpretation Guidelines

Correlation Coefficient Value Interval	Relationship Level
0.000 to 0.199	Very Low
0.200 to 0.399	Low
0.400 to 0.599	Currently
0.600 to 0.799	Strong
0,800 to 1,000	Very strong

Source: Sugiyono (2023:184).

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The results of data processing are as follows:

Table 24. Partial Correlation Coefficient Test Results of Instagram Social Media @910shoes (X1) Against Consumer Purchasing Decisions (Y)

Correlationsb

		Social Media Instagram (X1)	Consumer Purchasing Decision (Y)
Social Media Instagram (X1)	Pearson Correlation	1	.976**
	Sig. (2-tailed)		.000
Consumer Purchasing Decision (Y)	Pearson Correlation	.976**	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N=96

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, a correlation coefficient value of 0.976 was obtained where the value is in the interval of 0.800 to 1.000, meaning that the Instagram social media variable @910shoes partially has a very strong level of relationship with consumer purchasing decisions.

Table 25. Results of the Partial Correlation Coefficient Test of Brand Trust (X2) on Consumer Purchasing Decisions (Y)

Correlationsb

		Brand Trust (X2)	Consumer Purchasing Decision (Y)
Brand Trust (X2)	Pearson Correlation	1	.614**
	Sig. (2-tailed)		.000
Consumer Purchasing Decision (Y)	Pearson Correlation	.614**	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N=96

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, a correlation coefficient value of 0.614 was obtained, where this value is in the interval of 0.600 to 0.799, meaning that the brand trust variable partially has a strong level of relationship with consumer purchasing decisions.

Table 26. Results of Simultaneous Correlation Coefficient Test of Instagram Social Media @910shoes (X1) and Brand Trust (X2) on Consumer Purchasing Decisions (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.977a	.954	.953	1,353

a. Predictors: (Constant), Brand Trust (X2), Instagram Social Media (X1)

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, the correlation coefficient value obtained was 0.977, where this value is in the interval0,800 to 1,000This means that the social media variables Instagram @910shoes and brand trust together have a very strong relationship with consumer purchasing decisions.

Analysis of the Coefficient of Determination

Table 27. Partial Test Results of the Determination Coefficient of Instagram Social Media @910shoes (X1) on Consumer Purchasing Decisions (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.976a	.954	.953	1,347

a. Predictors: (Constant), Instagram Social Media (X1)

Source: Data processed by SPSS Version 25, 2026.

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Based on the test results in the table above, the coefficient of determination value was obtained at 0.954, so it can be concluded that the Instagram social media variable @910shoes influences the consumer purchasing decision variable by 95.4%, while the remaining (100% - 95.4%) = 4.6% is influenced by other variables that were not studied.

Table 28. Results of the Partial Determination Coefficient Test of Brand Trust (X2) on Consumer Purchasing Decisions (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.614a	.378	.371	4,928

a. Predictors: (Constant), Brand Trust (X2)

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, the coefficient of determination value obtained is 0.378, so it can be concluded that the brand trust variable influences the consumer purchasing decision variable by 37.8%, while the remaining (100% - 37.8%) = 62.2% is influenced by other variables that were not researched.

Table 29. Results of Simultaneous Test of Determination Coefficient of Instagram Social Media @910shoes (X1) and Brand Trust (X2) on Consumer Purchasing Decisions (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.977a	.954	.953	1,353

a. Predictors: (Constant), Brand Trust (X2), Instagram Social Media (X1)

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, the coefficient of determination value was obtained at 0.954, so it can be concluded that the variables of social media Instagram @910shoes and brand trust have an influence on the consumer purchasing decision variable of 95.4%, while the remaining (100% - 95.4%) = 4.6% is influenced by other variables that were not researched.

Hypothesis Testing

Table 30. Hypothesis Test Results (t-Test) of the Instagram Social Media Variable @910shoes (X1) on Consumer Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,071	.845		1,267	.000
	Social Media Instagram (X1)	.967	.022	.976	43,903	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, the calculated t value is > t table, namely (43.903 > 1.986). This is also strengthened by a significance value of <0.050, namely (0.000 <0.050). Thus, Ho1 is rejected and Ha1 is accepted, this shows that there is a significant influence between the Instagram social media @910shoes on consumer purchasing decisions at the 910 Concept Store FX Sudirman, South Jakarta.

Table 31. Results of Hypothesis Test (t-Test) of Brand Trust Variable (X2) on Consumer Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	15,099	3,034		4,977	.000
	Brand Trust (X2)	.568	.075	.614	7,550	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

Source: Data processed by SPSS Version 25, 2026.

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Based on the test results in the table above, the calculated t value is > t table, namely (7,550> 1.986). This is also reinforced by a significance value of <0.050, namely (0.000 <0.050). Thus, Ho2 is rejected and Ha2 is accepted, this indicates that there is a significant influence between brand trust on consumer purchasing decisions at 910 Concept Store FX Sudirman, South Jakarta.

Table 32. Results of Simultaneous Hypothesis Testing (F Test) of Instagram Social Media @910shoes (X1) and Brand Trust (X2) on Consumer Purchasing Decisions (Y)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1404.311	2	702.156	28,864	.000b
	Residual	2262.314	93	24,326		
	Total	3666.625	95			

a. Dependent Variable: Consumer Purchasing Decision (Y)
b. Predictors: (Constant), Brand Trust (X2), Instagram Social Media (X1)

Source: Data processed by SPSS Version 25, 2026.

Based on the test results in the table above, the calculated F value > F table is (28,864> 3.094), this is also strengthened by the significance <0.050, namely (0.000 <0.050). Thus, Ho3 is rejected and Ha3 is accepted, this shows that there is a significant influence between the social media Instagram @910shoes and brand trust simultaneously on consumer purchasing decisions at 910 Concept Store FX Sudirman South Jakarta.

Conclusion

Based on the research results, Instagram Social Media @910shoes has a significant influence on Consumer Purchasing Decisions at 910 Concept Store FX Sudirman, South Jakarta. This is indicated by the calculated t value of 43.903 which is greater than the t table of 1.986 with a significance of 0.000. Brand Trust also has a significant influence on Consumer Purchasing Decisions with a calculated t value of 7.550 > 1.986 and a significance of 0.000. Simultaneously, Instagram Social Media @910shoes and Brand Trust have a significant influence on Consumer Purchasing Decisions with a calculated F value of 28.864 > 3.094 and a significance of 0.000. The coefficient of determination value of 0.954 indicates that the two independent variables are able to explain 95.4% of the variation in Consumer Purchasing Decisions, while the remaining 4.6% is explained by other variables outside the study. These findings indicate that the use of Instagram and trust in brands are important parts in driving consumer purchasing decisions.

The limitations of the study lie in the scope of variables that only involve Instagram Social Media @910shoes and Brand Trust and the research object that focuses on consumers of 910 Concept Store FX Sudirman, so there is still 4.6% of the variation in purchasing decisions that has not been explained by the model. Further research is suggested to consider other variables that have not been studied and expand the objects and characteristics of respondents to obtain a more diverse picture. Practically, the results of the study can be used as evaluation material for 910 Concept Store FX Sudirman to improve the quality of Instagram management, especially in delivering product information and interactions with consumers, while strengthening brand trust through service, consistency of consumer experience, and delivery of appropriate product information.

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