

**The Influence of Social Media Marketing on Instagram on Fashion Thrift Product Purchase Decisions (A Study on Followers of the Instagram Account @Sechondshop.co)**

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INDEXING	ABSTRACT
<p><b>Keywords:</b> Keyword 1; Social Media Marketing Keyword 2; Purchase Decisions Keyword 3; Followers Keyword 4; Fashion Thrift Product</p>	<p>This study aims to analyze the influence of social media marketing on Instagram on thrift fashion product purchasing decisions among followers of the account @Sechondshop.co. The study used a quantitative approach with an explanatory method. The study population was active followers of the account @Sechondshop.co, using a non-probability sampling technique. Data were collected through a questionnaire and analyzed using simple linear regression. The results of the study indicate that social media marketing has a positive and significant influence on purchasing decisions, as evidenced by a t-test with a calculated t-value greater than the t-table. The coefficient of determination (R<sup>2</sup>) of 0.755 indicates that social media marketing influences purchasing decisions by 75.5%, while the remainder is influenced by other factors outside the study. This finding confirms that social media marketing through Instagram plays a significant role in driving purchasing decisions for thrift fashion products among followers of the @Sechondshop.co account.</p>

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**INTRODUCTION**

Indonesia has experienced significant growth in internet usage in recent years. As a country in the Asia-Pacific region, Indonesia is home to approximately 274.9 million people. Of that number, a significant proportion has access to the internet. In Indonesia, the number of internet users reached 202.6 million in January 2021; compared to January 2020, this number increased by 15.5%, or 27 million people (We Are Social & Hootsuite, 2021). Meanwhile, Indonesia's current population is 274.9 million, meaning that the internet penetration rate in Indonesia reached 73.7% in 2021 (We Are Social & Hootsuite, 2021).

Of Indonesia's total population of 274.9 million, active social media users numbered 170 million, meaning that as of January 2021, the total number of social media users in Indonesia reached 61.8% of the total population (We Are Social & Hootsuite, 2021). Based on 2021 data, the most widely used social media applications were YouTube, WhatsApp, Instagram, Facebook, and Twitter. This is evident in Instagram's 3rd rank in Indonesia, having previously been ranked 4th (We Are Social & Hootsuite, 2021). According to a 2021 report by NapoleonCat, the total number of Instagram users in Indonesia in May 2021 reached approximately 88.22 million, showing a slight increase compared to April 2021.

The development of information and communication technology has changed consumer interaction patterns and behavior, especially among the younger generation. Social media platforms, particularly Instagram, are not only used as a means of communication but also as an effective marketing tool for various products, including fashion. Social media allows companies to display engaging visual content, utilize influencers, and offer shopping features that make it easier for consumers to make direct purchases. This has led to the phenomenon that consumers are increasingly influenced by marketing activities they encounter on Instagram. The various functions and benefits offered by Instagram make it more than just a free platform for sharing photos; it also serves as a platform for creating various business opportunities (Nikonov & Prasetyawati, 2023). Although many other social media platforms are widely used, Instagram remains popular because it was one of the first to upload and share photos.

According to Suroto, Setyabudi, and Nurhidayat (2025) The use of social media has been proven to be able to increase engagement, significantly expand market reach, and strengthen brand awareness. According to Safitri & Harahap (2025) The use of social media not only functions as a promotional medium, but also as a tool to build consumer trust, change the stigma against foreign products, and encourage purchasing interest through more personal, fast communication., and real-time. Social media marketing allows businesses to interact directly with consumers, build brand image, and influence purchasing decisions through engaging visual content, customer testimonials, and interactive communication strategies. In the context of the fashion industry, particularly thrift fashion (secondhand clothing that's still fit for wear), social media like Instagram plays a crucial role in expanding market reach and increasing product appeal in the eyes of consumers. One of the main factors influencing consumer liking and interest in a product or service is media exposure.

Increased access to media creates opportunities for companies to influence consumer perceptions through advertising messages and content tailored to target markets. However, this phenomenon also presents new challenges for consumers to sort out relevant information amidst increasingly massive media exposure, which often leads to impulsive purchasing decisions. In this regard, the fashion industry continues to offer a variety of new looks and innovations to meet the dynamic tastes of consumers connected to social media. In recent years, thrifting, the activity of buying used goods that are still in good condition, has become an alternative for many people to get quality products at affordable prices. This trend is increasingly popular among the younger generation who not only want to follow fashion but also engage in a more environmentally friendly lifestyle. (Fajri et al., 2025) Trend thrift shopping is increasingly popular with the public, especially young people, because it offers unique, environmentally friendly fashion products and is more affordable than new products. The existence of these shops thrift online platforms like the Instagram account @Sechondshop.co are examples of businesses utilizing digital platforms to market their products. The account actively uploads promotional content in the form of product photos, videos, and more. Stories, and reels that attracts the attention of potential buyers. However, the effectiveness of the strategy social media marketing influencing consumer purchasing decisions still requires further research. Not all promotional content uploaded to social media is able to build trust and encourage consumer purchase intentions. Factors such as content quality, engagement, brand trust, as well as influencer endorsement are thought to have different contributions to the purchasing decision-making process.

Specifically for fashion products, a study of Uniqlo products found that social media marketing has a positive and significant influence on purchasing decisions (Nursiti & Giovanna 2022). A study of the clothing product "Linkswear" also found that social media marketing via Instagram had a positive and significant influence on purchasing decisions (Sarah et al., 2021). However, another study by Lutfiyah and Nuzil (2025) showed that social media marketing does not always have a significant effect on consumer purchase intentions for thrift products on Instagram (Lutfiyah & Nuzil, 2025), because factors such as trust in sellers and shopping lifestyles are more dominant in influencing final purchasing decisions. This inconsistency in findings confirms that the influence of social media marketing on purchasing decisions is not universal, but rather highly dependent on the product context, content strategy, and characteristics of the target consumers.

Although social media platforms like Instagram have been shown to influence consumer behavior, not all marketing strategies implemented result in optimal purchasing decisions. Several studies have shown that high levels of interaction and follower numbers do not always correlate with actual purchase rates, as other factors, such as seller trust, product quality, price, and authenticity of testimonials, influence consumer perceptions (As'ad et al., 2023). In the context of thrift accounts like @Sechondshop.co, despite having a sizable following and regularly posting promotional content, a gap still exists between the level of engagement and actual purchase. Engagement (likes, comments, and shares) with actual sales volume. This phenomenon shows that the strategy social media marketing the methods implemented have not been fully able to convert interest into purchasing decisions, so it is necessary to study more deeply the specific factors in Instagram marketing such as content quality, consumer trust, and the influence of e-WOM which most determine the purchasing behavior of thrift fashion products.

The differences in the results of this study indicate that the influence of social media marketing through Instagram on purchasing decisions still needs further research. Therefore, it is important to examine how marketing strategies through Instagram implemented by thrift accounts such as @Sechondshop.co can influence the purchasing decisions of their followers. Based on this phenomenon, it is interesting to study how the influence of social media marketing through Instagram on purchasing decisions still needs further research. Social media marketing on Instagram and the purchasing decisions of thrift fashion products among followers of the @Sechondshop.co account. This study is expected to provide insight into the extent to which marketing activities through social media can influence consumer behavior and provide input for business actors. Fashion thrift in designing more effective digital marketing strategies.

## **LITERATURE REVIEW**

### **Previous Research**

Study Alfin R.S Saputra (2022) "Influence Social media marketing, Price Perception and Lifestyle on Purchasing Decisions of Aero Street Shoe Consumers in Malang City" with research results showing that social media marketing, price perception and lifestyle have a positive and significant influence on consumer purchasing decisions on Aero Street shoe products in Malang City.

Research by Shofiyah Khairunnisa (2022) with the title "The Influence of Social Media Marketing Instagram, Brand Image, and Product Quality on Purchasing Decisions at Ms Glow" shows that Social Media marketing, brand image and product quality have a positive

and significant influence on purchasing decisions for MS Glow Panakkukang products.

Research by Ratna Susilowati (2022) with the title "The Influence of Social media marketing Instagram on Product Purchasing Decisions at Sonokuno Kitchen Jakarta" shows that the research has a positive and significant influence on product purchasing decisions at Sonokuno Kitchen, where from the respondents' answers obtained items related to Content creation on Instagram social media have the highest scores, namely for the statement that the menu at Sonokuno Kitchen is made interesting content, promotions carried out by Sonokuno Kitchen, and content regarding diet and healthy living have the highest scores that attract consumer purchasing decisions at Sonokuno Kitchen.

### **Social media**

Kaplan & Haenlein (2010) define social media as a group of internet-based, application-based media that builds on ideological and technological foundations. Meanwhile, Hollensen, et al (2017) state that social media is an online platform that functions as a place to share information in the form of text, images, video, and audio with one another.

#### **Social media marketing**

Social media marketing is a marketing activity facilitated and supported by social media to reach consumers and organizations with easy, broad, and affordable access and to communicate with consumers quickly (Syahputro, 2020). According to Chikandiwa et al., (2013) social media marketing is a system that gives businesses the ability to communicate, collaborate, and use the intelligence of participants to their own advantage. attract interest and motivate readers to share on social networks. Meanwhile, according to Tuten & Solomon (2018) social media marketing is the use of social media technology, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders. From the various opinions that have been collected, it can be concluded that social media marketing is a form of marketing that is carried out by utilizing social media networking platforms to share information and offering products or services.

### **Purchase Decision**

According to Tjiptono, a purchasing decision is a process in which consumers identify a problem, seek information about a particular product or brand, and carefully evaluate each alternative to determine its potential solution, ultimately leading to a purchasing decision (Hertanto, 2021). Purchasing decisions are a process in which consumers form a brand reference and gather purchase intentions based on several influencing factors for purchasing a product (Singh, Kotler & Keller, 2018).

### **Consumer behavior**

According to Kotler and Keller (2016), consumer behavior encompasses the actions, processes, and decisions of individuals or groups in searching for, purchasing, using, evaluating, and disposing of products and services that are expected to satisfy their needs and desires. Consumer behavior is the study of how consumers of a product or service are divided into groups based on their attitudes, behaviors, or concerns. This behavior influences how customers search for, select, and decide what they want to buy.

### **Hypothesis**

**H0:** No significant effects social media marketing on product purchase decisions/fashion thrift on followers account @Sechondshop.co.

**H1:** There is a significant influence of social media marketing on product purchase

decisions fashion thrift on followers account @Sechondshop.co.

## **RESEARCH METHOD**

### **Research Design**

The research design used in this study is a quantitative design. Quantitative research is a form of research that uses numerical data collection and analytical techniques to test hypotheses, draw conclusions, and understand the relationships between the variables studied. According to scientific sources, quantitative research is generally considered an impartial and systematic scientific methodology for collecting measurable data, conducting statistical analysis, and drawing conclusions from the resulting data analysis. Quantitative research is a research methodology that uses scientific techniques to collect numerical data, conduct statistical analysis, and draw conclusions based on the findings.

### **Types of research**

This type of research uses quantitative methods with an explanatory approach, namely to explain the influence or causal relationship between variables. According to Sugiyono et al (2018), quantitative research is a research method based on the philosophy of positivism. This method is a scientific method because it meets scientific principles that are concrete/empirical, objective, measurable, rational, and systematic. This method is called a quantitative method because the research data is in the form of numbers and the analysis uses statistics.

### **Population and Sample**

According to Sugiyono et al (2018), population is a generalization area consisting of objects or subjects of certain qualities that are applied by researchers to be studied and then conclusions are drawn. The population in this study is *followers* active Instagram account @Sechondshop.co. The sampling technique used in this study is non-probability sampling, a sampling technique in which each member of the population does not have an equal chance of being selected as a research sample. This means that sample selection is not done randomly (non-random), but based on certain considerations or criteria determined by the researcher. In this study, the determination of sample size was calculated using the guidelines recommended by Hair et al. (2019), namely that the minimum number of samples required is 5–10 times the number of indicators used in the model.

### **Data Analysis Techniques**

- i. Validity test: a test conducted to determine the validity/accuracy/precision of a question item or statement in measuring the variable being studied. A question item is said to be valid if it is able to measure what it is supposed to measure.
- ii. Reliability test: is a tool for measuring a questionnaire as an indicator of a variable or construct. Reliability indicates the extent to which an instrument produces consistent measurement results when measurements are taken repeatedly.
- iii. Classical assumptions: To test the feasibility of the regression model used, the study must first conduct a classical assumption test. The classical assumption tests used in this study include the normality test and the heteroscedasticity test.
- iv. Simple Linear Regression Analysis: Simple linear regression is a statistical method used to examine the relationship between independent and dependent variables. Simple linear regression analysis is used to determine the effect of independent variables on

- dependent variables.
- v. Partial Test (t-Test): The partial t-test in simple linear regression is a statistical test used to determine whether the independent variable (X) has a significant influence on the dependent variable (Y) individually (partially).
  - vi. Determinant Coefficient ( $R^2$ ): The coefficient of determination ( $R^2$ ) is a statistical measure that shows how much the independent variable (X) is able to explain the variation in the dependent variable (Y) in a regression model. In other words:  $R^2$  shows the percentage of change in Y that can be explained by X.

## RESULT AND DISCUSSION

### Research result

#### Validity Test

**Table 1. Validity Test Results**

Can/No	R count		r table	Information
	X	AND		
1	0,595	0,752	0,219	Valid
2	0,713	0,848		Valid
3	0,723	0,878		Valid
4	0,765	0,850		Valid
5	0,809	0,801		Valid
6	0,840	0,789		Valid
7	0,765	0,801		Valid
8	0,807	0,772		Valid

Source: Data processed by researchers (2026)

Based on the validity test results in Table 4.3, it is known that all question items from variables X and Y are declared valid. This is based on the formula  $R_{\text{Calculated}} > R_{\text{Table}}$ , where when the R Calculated score is greater than R Table, it can be declared valid.

#### Reliability Test

**Table 2. Reliability Test Results**

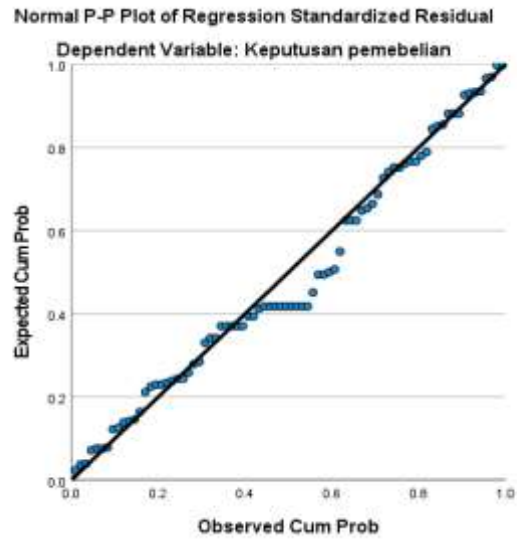
Variable	Alpha Cronbach	Alpha	Information
(X)	0,891	0,60	Reliable
(AND)	0,923		Reliable

Source: Data processed by researchers (2026)

Based on table 4.4 it can be concluded that all statement items from the variables social media marketing(X), and the variable Purchase decision (Y) has a coefficient Alpha greater than 0.60, thus the statement items for all variables are declared reliable.

## Classical Assumption Test

### Normality Test

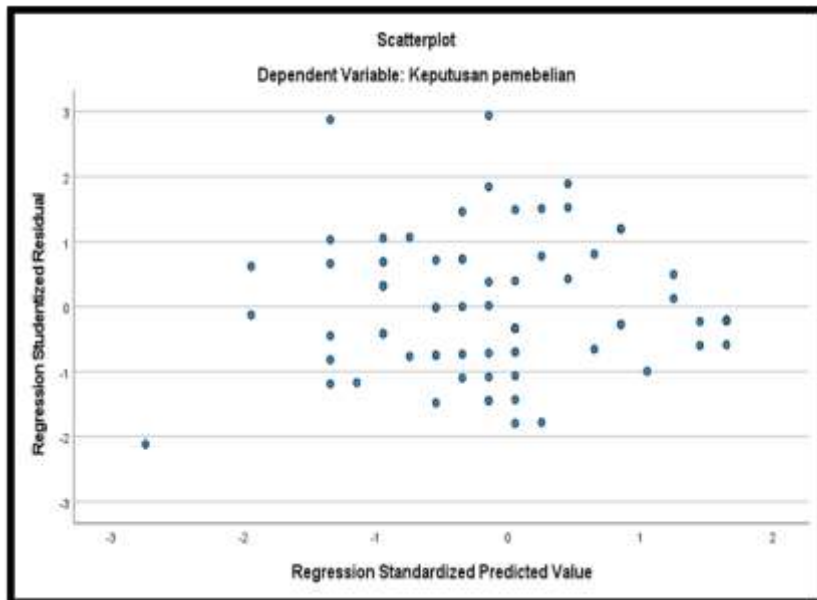


**Figure 1 Distribution Normality Test**

*Source: Data processed by researchers (2026)*

Based on the image above, the data is stated to fulfill the normality test (normal), because the distribution of data (points) on the diagonal source of the graph is normal. P-Plot of Regression Standardized Residual is around the diagonal line and follows the direction of the diagonal line.

### Heteroscedasticity Test



**Figure 2 Results of Heteroscedasticity Test**

*Source: Data processed by researchers (2026)*

Based on Figure 4.3, the data shows that there are no symptoms of heteroscedasticity because the data distribution in the diagram is between the value 0 on the X axis and the Y axis and there is no clear pattern in the data distribution.

## Simple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.277	1.985		1.147	.255
	SMM	.957	.062	.869	15.487	<.001

a. Dependent Variable: Keputusan pembelian

**Figure 3 Simple Linear Regression Test**

Source: Data processed by researchers (2026)

Based on the table above, a simple linear regression equation model can be written as follows:

$$Y = 2.277 + 0.957X$$

1. The constant value of 2.277 states that if there is no increase in the value of variables X then the value of Y is 2.277.
2. Regression coefficient value social media marketing(X) has a positive value of 0.957. This states that the variable social media marketing positively influence purchasing decisions on followers Instagram @Sechondshop.co. If the SMM variable is increased by one unit, purchases will also increase by 0.957.

### Partial Test (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.277	1.985		1.147	.255
	SMM	.957	.062	.869	15.487	<.001

a. Dependent Variable: Keputusan pembelian

**Figure 4 t-test**

Source: Data processed by researchers (2026)

Based on the t-test results table in this study are as follows:

Variables social media marketing (X) has a t value greater than the t table, because the calculated t value (15.487) > t table (1.991), so H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. This means social media marketing via Instagram has a significant influence on purchasing decisions.followers@sechondshop.co.

### Determinant Coefficient @2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 <sup>a</sup>	.755	.751	2.755

a. Predictors: (Constant), SMM

**Figure 5 Determinant Coefficient**

Source: Data processed by researchers (2026)

R Square value = 0.755 Meaning: 75.5% Social media marketing influence Purchasing Decisions, while the remaining 24.5% is influenced by other factors not examined in this study, such as price, product quality, trust, brand image, and other factors.

## **Discussion**

### **Influence Social Media Marketing Against Purchase Decisions**

The results of the study indicate that social media marketing has a positive and significant impact on the purchasing decisions of thrift fashion products among followers of the Instagram account @Sechondshop.co. This indicates that the better the social media marketing strategy implemented, the higher the consumer's likelihood of making a purchase decision. Strategies such as presenting attractive visual content, clear product information, persuasive captions, and active interaction with consumers can increase consumer trust and purchasing interest.

## **CONCLUSION**

### **Conclusion**

Based on the results of the data analysis and discussion regarding the influence of social media marketing on Instagram on the purchase decisions of thrift fashion products among followers of the @Sechondshop.co Instagram account, the following conclusions can be drawn. Social media marketing implemented through the @Sechondshop.co Instagram account has been proven to have a positive and significant influence on purchase decisions. This indicates that social media marketing activities, such as product information dissemination, interaction with followers, and engaging promotional content, are capable of encouraging consumers to make purchasing decisions.

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