MODEL OF PRICING STRATEGY, INSTAGRAM SOCIAL MEDIA & SERVICE QUALITY TO THE PURCHASE DECISION MAKING (CASE STUDY OF SEVEN FASHION SHOPS)

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ABSTRACT

The purpose of this study is how does the influence of price affect purchasing decisions at fashion stores, Instagram social media influence purchasing decisions at fashion stores and influence of service quality considerably influence the purchase decision at a fashion store. This study used 100 respondents who were taken from consumers who had shopped at 7 Fashion Stores and the data was processed using SmartPLS. Based on the results of the research that has been done, prices have a positive and significant effect on purchasing decisions. Instagram social media has no positive and insignificant effect on purchasing decisions. Consumers are more interested in shopping in person than on social media Instagram. Service quality has a positive and significant effect on purchasing decisions. This means that the quality of service provided by fashion stores makes consumers feel comfortable when shopping. Furthermore, providing good service quality will make consumers become repeat customers.

Keywords: Pricing Strategy, Instagram Social Media, Service Quality

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INTRODUCTION

Fashion in Indonesia is currently developing following the trend of modernization. These developments make people more selective in choosing clothing styles. Dress style is closely related to fashion because it becomes more attractive in our daily lives and supports our appearance to become the centre of a trend among people. Fashion trends change every year because most people are reluctant to wear the same clothes every year. Changes in fashion style have developed quite rapidly in the world of fashion. Many manufacturers present various models of clothing with the latest and fashionable designs. Consumers of fashion products are very enthusiastic about the clothing models published. Along with the development of current fashion, society, especially young people, always follow the latest fashion trends.

Business competition in the fashion sector that often occurs is in offering prices. Many competing marketers provide the latest clothing styles using high-quality materials at affordable prices according to the pockets of people in the area. This can increase consumer interest because, at a standard price, they can stylish wearing clothes with the latest models. Can understand the tastes and needs of entrepreneurs with competitive advantages in a highly competitive business world can bring more satisfaction from these candidates to meet demand and survive (Isa et al., 2018). Business people with a competitive advantage can influence customers or potential customers to ensure their choices (Mangifera et al., 2018). This activity plays a vital role for marketers because, in business activities, innovation and brilliant ideas created by marketers make it able to compete and survive in a competitive business.

The development of technology and communication affects business people. Information technology is now being used to support business and market activities. Marketers compete to offer products that are sold in various ways, one of which is the use of the Instagram social media platform, which is often used for promotional purposes. According to statistics, Instagram has attracted 7 million new users within ten months of launch, who uploaded 150 million photos to their Instagram accounts (Dewi, 2016). Based on the information collected, it can be determined that the Instagram application helps the community and can be used to create businesses that use Instagram to advertise. Instagram is a social media platform commonly used by Instagram users to post pictures and videos and communicate with each other. Instagram was chosen because easy to understand and looks attractive. Creating a current profile page will attract people to visit. More and more companies use communication technologies such as Instagram to carry out various promotional operations will increase public interest (Soedarsono et al., 2020).

One factor greatly influences the purchase decision, namely service quality. Jamaluddin, Misadora, and Andronicus (2019) said that service quality is the primary goal of a business because it is closely related to customer presence. Hermawan Sadewa (2018) said that service quality is a series of unique characteristics of a product or service that allows it to meet the needs and desires of society. Therefore, marketers must provide good, friendly and honest service to consumers because service quality is critical in buying. Therefore, market management is needed that can answer the competition. This is done to build good relations between sellers and buyers, make buyers feel comfortable when choosing products and make an effort to increase consumer buying decisions.

In business competition, the important thing that must be done is to maintain good relations with consumers in communication and behaviour because if consumers feel disappointed with the services provided, they feel uncomfortable when shopping or the quality of the goods being sold. So consumers may tell of their disappointment with other people, influencing them not to shop at the store. That is quite influential in a business. Because of previous consumers' talk and experience, the people who were told could immediately not be interested in shopping there.

Isa et al. (2018) said that purchasing decisions are the most critical sub-discussions in the field of marketing, where a person, group or organization learns how to select goods, buy an item and how, use a product, get service, motivate new things that have never been obtained before fulfilling what is needed and can fulfil their desires. Therefore, research on purchasing decision-making is the most important considering that competition in consumer decision-making is getting more challenging in choosing goods that will fulfil their needs and wants (Mangifera et al., 2019).

Research question, How does the influence of Price affect purchasing decisions at fashion stores? How can Instagram influence social media purchasing decisions at fashion stores? How does the influence of service quality considerably influence the purchase decision at a fashion store?. Previous Research Review The following are various reviews of previous studies that are relevant to the topic of this research.

Hypothesis development

Price Relations on Purchasing Decisions

According to (Sari, 2017), the Price of Mie Sedap brand instant noodle products significantly impacts purchasing decisions. Therefore, pricing affects consumer purchasing decisions. Therefore, the hypothesis results of this study are acceptable. According to (Yusra & Nanda, 2020), Price is a factor of consideration for consumers because if the Price given is cheap, consumers tend to return. On the other hand, if the prices offered vary, consumers can make more information to make purchasing decisions.

Kumala & Anwar (2020) Believes in the affordability of PT Hasanah Mulia Investama's house. Therefore, the Price, by the quality of the product, will be a critical consideration in making a purchasing decision. According to (Sri Mulyati, 2021) who found that even though the Price offered for iPhone brand smartphones was more expensive than other brands, excellence and quality became the capital of iPhone products welcomed by the wider community. This said that Price had a positive and significant impact on purchasing decisions. According to (Anjarwati, 2017), from the research results, it was concluded that the higher the NumberNumber of purchasing decisions, the more competitive the price level is. Therefore, the Price of the Xiaomi Redmi 1S smartphone at WTC Surabaya significantly influences purchasing decisions.
H1: Price (X1) positively affects purchasing decisions (Y).

Instagram Social Media Relations To Purchasing Decisions
According to (Yusuf, 2021), the influence of Instagram social media variables on Kimber's shoe purchasing decisions was quite significant. Kimber has used Instagram social media to attract consumers' attention in deciding their purchasing choices for Kimber shoe products. Furthermore, there is a unidirectional relationship between Instagram social media variables and purchasing decisions, and this relationship is powerful. According to (Diyatma, 2017), it can be seen that the influence of Instagram social media promotions on customer purchasing decisions on Saka Bistro & Bar items obtains a value of 83% on consumer purchasing decisions at Saka Bistro & Bar. Therefore, the results of the research hypothesis are acceptable.

According (Khatib, 2016) has conducted research and obtained the results that social media has a significant influence on the occurrence of information searches by consumers on purchasing decisions.

According to (Wiwik Putri Wahyu Ningsi 2020), the more often you carry out promotions through social media; the easier it will be for consumers to find out more about

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your product and finally decide to purchase. The decision to buy Skincare Ms Glow. This shows that the hypothesis is accepted.

According to (Ramdhan, 2019), the results of this study were that promotion through social media had a positive effect on purchasing decisions. This was shown from the marketing results of the House of Smith distro using efficient social media promotion methods.
H2: Social Media Instagram (X2) positively affects purchasing decisions (Y).

The Relationship of Service Quality to Purchasing Decisions

According to (Nasution dan Lesmana 2018), expressing the desired level of perfection and control to suit the client's wishes is referred to as service quality. From the results of this study, it was found that service quality has a positive and significant influence on purchasing decisions. (Sejati, 2016) it is said that the excellent service quality from Starbucks will influence consumer purchasing decisions. From the results of this study, it is said that the service quality variable positively and significantly influences purchasing decisions at Starbucks Coffee Galaxy Mall Surabaya Branch.

According to (Yumi Febiola Merentek and Joyee Lapian 2017), The results of this study indicate that service quality influences purchasing decisions at KFC Bahu Mall Manado partially. Thus, the hypothesis which states that service quality influences purchasing decisions at KFC Bahu Mall Manado has been accepted.

According to (Aryandi & Onsardi, 2020), The results of this study say that service quality has a positive and significant effect on consumer purchasing decisions at Café Wareg Bengkulu. Therefore, it can be stated that good service quality will increase the likelihood of consumer purchasing decisions at Cafe Wareg Bengkulu. (Intan Agustina, and Rendra Wirawan 2018) The research results on service quality and purchasing decisions at Indomaret in Lumajang District stated that service quality considerably influenced purchasing decisions.
H3: Service Quality (X3) positively affects purchasing decisions (Y).

Research methods
Variable Operational Definitions
The following is the operational definition of research variables as follows:

Table. 2. Variable Operational Definition

Variable	Variable Operational Definitions	Indicator	Measurement
Price (X₁)	Price is the money or cost charged to a product or service in exchange for its benefits or uses. Price is an important consideration in purchasing an item or service. Therefore, companies must be able to set prices that can be reached by consumers who will buy these products. (Anjarwati 2017)	• Price competition • Payment procedures • Special offer • Appropriate quality and price(Destarini and Prambudi 2020)	Using a Likert scale of 1-5
Instagram Social Media (X₂)	Social Media Instagram has many features that result in businesses using it as a promotional medium. Business people use Instagram social media to conduct promotions because it does not cost a lot and is easy to	• There is content • created to attract consumer interest • There is communication between consumers and producers • There is communication	Using a Likert scale of 1-5

	disseminate information. (Failatul Khoiro, N. Rachma 2019)	between consumers and other consumers • Product information is available • Ease of sharing knowledge with the broader community • The extent to which people trust each other on social media(Khatib, 2016)	
Service Quality (X3)	Service quality is an invisible activity due to interactions between consumers and employees, or "things provided by the company in providing services intended to solve consumer problems". That a good quality image is not seen from the company's perception but based on the customer's perception (Suwarsito & Aliya, 2020)	• Physical facilities • Credibility • Access • Politeness • Communication • Security (Jumini, 2020)	Using a Likert scale of 1-5
Buying decision (Y)	Purchasing decision is an activity to buy several goods and services, which are selected based on the information obtained about the product, and immediately when a need and desire arise, and this activity becomes information for further purchases (Faroh, 2017)	• Confidence in buying • By the wishes • Recommend to others (Triwahyuni, 2017)	Using a Likert scale of 1-5

Source: Various scientific journals, (2023)

Sample

In this study, 100 respondents were taken from consumers who had shopped at 7 Fashion Stores.

Sampling Technique

In this study, a non-probability sampling approach was used, namely a sampling technique based on accident, which means that anyone who accidentally/accidentally meets the researcher can be used as a sample as long as the person met is seen as a data source. The Lameshow formula determines the Number. Number of samples collected in this study because the population is unknown or unlimited. The Lemeshow formula is as follows:

$$n = \frac{z_{1-\alpha/2}P(1-P)}{d^2}$$

Information:

n = NumberNumber of samples

z = z score at 95% confidence = 1.96

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p = maximum estimate = 0.5

d = alpha (0.10) or sampling error = 10 %

Through the formula above, the NumberNumber of samples to be taken is:

$$n = \frac{z^2 \, P(1\text{-}P)}{1\text{-}d^2}$$

$$n = \frac{1{,}96^2 . \, 0{,}5 \, (1 - 0{,}5)}{0{,}1}$$

2

$$n = \frac{3{,}8416 . \, 0{,}25}{0.01}$$

n = 96,04

= 100

Based on the Lemeshow formula, the N obtained is 96.04 = 100 people. Therefore, in this study, the writer must collect data from a sample of at least 100 people.

Types of Research and Data Sources

Types of research

A quantitative approach determines the type of research used in this research. Quantitative research requires collecting and processing data provided in the form of numbers. Then, the results are obtained from the research, which will be made into a conclusion. After obtaining the data, the researcher will try to describe it by outlining the conclusions. Based on the figures obtained using statistical methods. Use quantitative methods to test independent variables such as Price, Instagram social media and service quality with purchase decisions as the dependent variable.

Data Source Used

The data used in the survey is primary data. Primary data is collected using a list of reports distributed to respondents through the survey, a list of reports distributed to respondents who were interviewed directly or indirectly and survey methods.

Method of collecting data

This study uses a questionnaire as a data collection method. The questionnaire is a method used for data collection and requires respondents to answer various questions.

Questionnaire

Questionnaires are accurate data collection methods. Open and closed questions in this research questionnaire ask respondents to choose one of the answers prepared for each question. Each question relates to the problems discussed in this study. Questions were asked in the form of a questionnaire using a Likert scale of 1 to 5, each representing the opinion of the respondent. The measurements are as follows:

• Strongly Agree = SS gets a score of 5
• Agree = S gets a score of 4
• Neutral = N gets a score of 3
• Disagree = TS gets a score of 2
• Strongly Disagree = STS gets a score of 1

Data analysis method

The author uses the associative analysis method to test the hypothesis as a data analysis strategy. Research instruments or questionnaires must be tested before the data is collected and analyzed.

Data processing

Researchers use the PLS (Partial Least Square) approach with the help of SmartPLS software. The role of Partial Least Square is for model design, but it can also be used to confirm theories. The predictive technique of Partial Least Square can handle many independent variables, even though multicollinearity occurs.

Outer Model Analysis

This outer model analysis is carried out to ensure that each indicator used is suitable for measurement (valid and reliable). In addition, outer model analysis can be carried out to reflect indicators using various indicators, including:

1. Convergent Validity

The convergent validity value is the value of the loading factor on the latent variable. An indicator is classified as reliable if it has a correlation value 0.7. However, if the research at the development stage of the scale obtains a loading factor value of 0.6, it is still acceptable.

2. Discriminant Validity

The value of discriminant validity is the value of the cross-loading factor, which is used to determine whether the construct has sufficient discriminant, which is done by comparing the loading value in the construct, which must be greater than the value of the other constructs.

3. Average Variance Extracted (AVE)

The average VarianceVariance extracted (AVE) is the average value of the variant. The corresponding AVE value is > 0.5.

4. Composite Reliability and Cronbach's Alpha

Composite Reliability is a part that is used in testing a high-reliability value on a composite reliability variable if it has a value > 0.7. The composite reliability test can be strengthened using the Cronbach alpha value. The variable can be declared reliable if you have a Cronbach alpha value > 0.6 for all constructs.

Inner Model Analysis

The structural analysis approach is used to examine the inner model. The deep model analysis aims to consider the relationship between latent variables. The following indications can be used to evaluate the inner model:

1. Coefficient of Determination (R2)

The coefficient of determination determines how much influence the independent variables have on the dependent variable and the termination level. An R2 value of 0.75 is said to be good, 0.50 is said to be moderate, and 0.25 is said to be low.

2. Effect Size (f2)

The partial effect of each independent variable on the dependent variable is represented by the f-square value (f2), which helps understand the structural path parameter coefficients. The f fair value is categorized in the category of small effect (f2 = 0.02), medium effect (f2 = 0.15), and high effect (f2 = 0.35).

3. Model Fit Test (Model Fit)

Model fit is used to assess the combined performance of measurement and structural models with values ranging from 0 to 1 with interpretations of 0 to 0.25 (low), 0.25 to 0.36 (medium), and above 0.36 (high).

Hypothesis test

The next stage is hypothesis testing, carried out after the outer and inner models are considered. Testing the hypothesis aims to determine the direction of the relationship between the independent and dependent variables. In the model that has been created, this test is carried out using Partial Least Square (PLS). The path coefficient and the significance level are used to assess the results of interactions between constructs, which are then compared with the research hypothesis. The following are the hypotheses used in this study:

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1. H0: $\beta = 0$, indicating that the price variable has no significant effect on the purchasing decision variable.

   H1: $\beta \neq 0$, indicating that the price variable has an essential effect on the purchasing decision variable.

2. H0: $\beta = 0$, indicating that the Instagram social media variable has no significant effect on the purchase decision variable.

   H1: $\beta \neq 0$, indicating that the Instagram social media variable has an essential effect on the purchase decision variable.

3. H0: $\beta = 0$, indicating that the service quality variable has no significant effect on the purchasing decision variable.

   H1: $\beta \neq 0$, indicating that the service quality variable has an essential effect on the purchasing decision variable.

The basis for making the decision above is:

1. By comparing the calculated t value with the t table ($\alpha = 5\%$)

a. H0 is rejected and H1 is accepted, if t count > t table.

b. H0 is accepted, and H1 is rejected if t count <t table.

2. Using significance probability figures

, a. H0 is rejected, and H1 is accepted if the significance value is <0.05.

b. H0 is accepted, and H1 is rejected if the significance value is > 0.05.

3. By looking at the parameter coefficients

By calculating the Number. Number of parameter coefficients, the independent variable is considered to have a positive or negative influence on the dependent variable. Conversely, the independent variable positively affects the dependent variable if the parameter coefficient numbers show a positive number. The same goes for the other direction.

Data Description

The data used in this study were obtained from the results of a questionnaire by distributing questions using a Google form with a Likert scale and as many as 111 respondents who had made purchases at fashion stores.

The research variables used include three independent variables, namely, Price (X1), Instagram Social Media (X2), Service Quality (X3), and the dependent variable, namely Purchase Decision (Y), by using the SmartPLS software as a data processor.

OuterModel

This outer model analysis is carried out to ensure that each indicator used is suitable for measurement (valid and reliable). Outer model analysis can be carried out to reflect indicators using various indicators, including.

1. Convergent Validity

In testing convergent validity using outer loadings values. The condition is that an indicator is said to be reliable if it has a correlation value of 0.7, but in the research at the scale development stage, a loading factor value of 0.6 is still acceptable. The following is the analysis of the data:
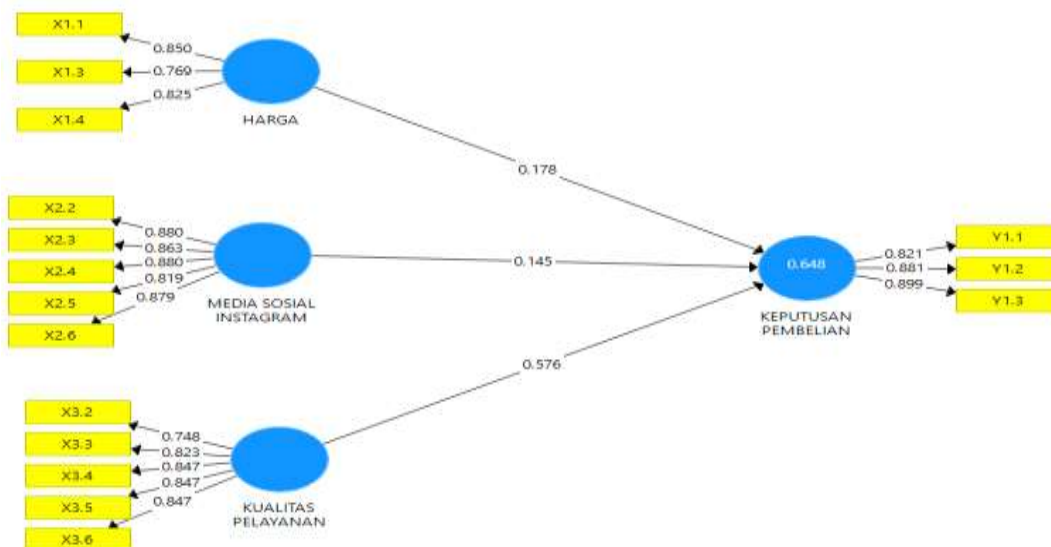
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Figure 1. Outer Model
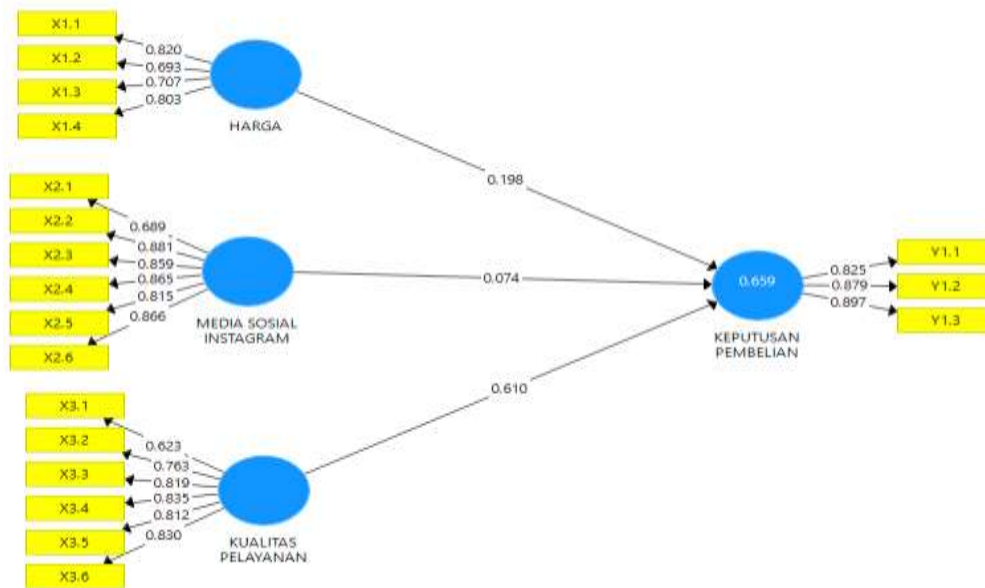
Source: SmartPLS Data Processing, 2022

From these results, it is known that Price 1, Price 3, Price 4, Social Media Instagram 2, Social Media Instagram 3, Social Media Instagram 4, Social Media Instagram 5, Social Media Instagram 6, K Service 2, K Service 3, K Service 4, K Service 5, K Service 6, Purchase 1, Purchase 2, Purchase 3 are valid. invalid because it has a loading value of less than 0.7.

Then the researcher did the second data process because the previous one was invalid; the following is the data.

Figure 2 Outer Processing Model to Two

Source: SmartPLS Data Processing, 2022

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From the results of the second data processing, it can be seen that the researcher deletes and maintains. Loading value > 0.7.

Table 1 Convergent Validity

	Price	Instagram Social Media	Service quality	Buying decision	Information
Price 1	0,820				Valid
Price 3	0,707				Valid
Price 4	0,803				Valid
MedsosInstagram2		0,881			Valid
MedsosInstagram3		0,859			Valid
MedsosInstagram4		0,865			Valid
MedsosInstagram5		0,815			Valid
MedsosInstagram6		0,866			Valid
KService2			0,763		Valid
KService3			0,819		Valid
KService4			0,835		Valid
KService5			0,812		Valid
KService6			0,830		Valid
KPurchase1				0,825	Valid
KPurchase2				0,879	Valid
KPurchase3				0,897	Valid

Source: SmartPLS Data Processing, 2023

Based on the table, the indicators for each variable are valid, judging from the invalid ones, because the respondents' responses did not agree with some of the indicators proposed by the respondents, so the score obtained was low and had an impact on the loading value <0.7 during data processing.

a. Price1, Price3, and Price4 show that low prices influence consumers who shop at this fashion store to attract consumer interest and make purchasing decisions quickly.

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b. MedsosInstagram2, MedsosInstagram3, MedsosInstagram4, MedsosInstagram5, MedsosInstagram6; this shows that fashion shop consumers choose Instagram social media as an intermediary for their online shopping because Instagram social media looks simple and easy to understand.

c. KService2, KService3, KService4, KService5, KService6; this shows that fashion store consumers agree that service quality influences purchasing decisions.

d. KPurchase1, KPurchase2, and KPurchase3 show that fashion store consumers decide to buy clothes at a fashion store because they are sure of the quality of the product and get the product that suits them.

2. Average Variance Extracted (AVE)

The average VarianceVariance Extracted (AVE) is the average variance of the expected AVE value of at least > 0.5. Here are the data results:

Table 4. Average Variance Extracted (AVE)

Variable	AVE
PRICE	0.644
INSTAGRAM SOCIAL MEDIA	0.747
SERVICE QUALITY	0.678
BUYING DECISION	0.752

Source: SmartPLS Data Processing, 2023

In this study, there are four variables with 19 indicators consisting of 4 for Price, six for Instagram Social Media, six for Quality of Service, and six for Purchase Decisions. Viewed from the following table:

a. The price variable or construct is measured by indicators X1.1, X1.3, and X1.4 with indicators having a factor loading above 0.7 and an AVE (Average Variance Extracted) value of 0.644

b. Variable or construct Instagram Social Media X2.2, X2.3, X2.4, X2.5, X2.6 with indicators having a loading factor above 0.7 and an AVE (Average Variance Extracted) value of 0.747

c. Variables or constructs of Service Quality X3.2, X3.3, X3.4, X3.5, X3.6 with indicators having a factor loading above 0.7 and an AVE (Average Variance Extracted) value of 0.678

d. Purchase decision variable or construct Y1.1, Y1.2, Y1.3 with indicators having a factor loading above 0.7 and an AVE (Average Variance Extracted) value of 0.752

The conclusion is that the AVE value for each variable is more than 0.5, while the outer loading has a value of more than 0.7 which means that the overall convergent validity has been fulfilled.

3. Discriminant Validity

In discriminant validity testing using the value of the cross-loading factor. The trick is to compare the loading value in the intended construct, which must be greater than the value of the other constructs. Following are the results of the test data:

Table 2 Discriminant Validity

KET	Price	Instagram Social Media	Service quality	Buying decision	Information
H	0.815				Valid
MSI	0.567	0.864	0.639	0.614	Valid
KP	0.619		0.823	0.779	Valid

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KP	0.617		0.867	Valid

Source: SmartPLS Data Processing, 2023

4. Conbrach's Alpha & Composite Reliability

Composite Reliability is a part that is used in testing a high-reliability value on a composite reliability variable if it has a value > 0.7. The composite reliability test can be strengthened using the Cronbach alpha value. For example, the variable can be declared reliable if you have a Cronbach alpha value > 0.6 for all constructs. Here are the data results:

Table 3 Conbrach's Alpha & Composite Reliability

Variable	Conbrach's Alpha	Composite Reliability	Information
Price	0.749	0.856	Reliable
Instagram Social Media	0.916	0.937	Reliable
Service quality	0.881	0.913	Reliable
Buying decision	0.835	0.901	Reliable

Source: SmartPLS Data Processing, 2023

InnerModel

The internal model analysis is known as the structural analysis method. The inner model analysis aims to consider the relationship between latent variables, namely the Fit model (indicates how well the model is studied), evaluates the path coefficient and reports a significant relationship in the structural model. The results are as follows:

Figure 3 Inner Model
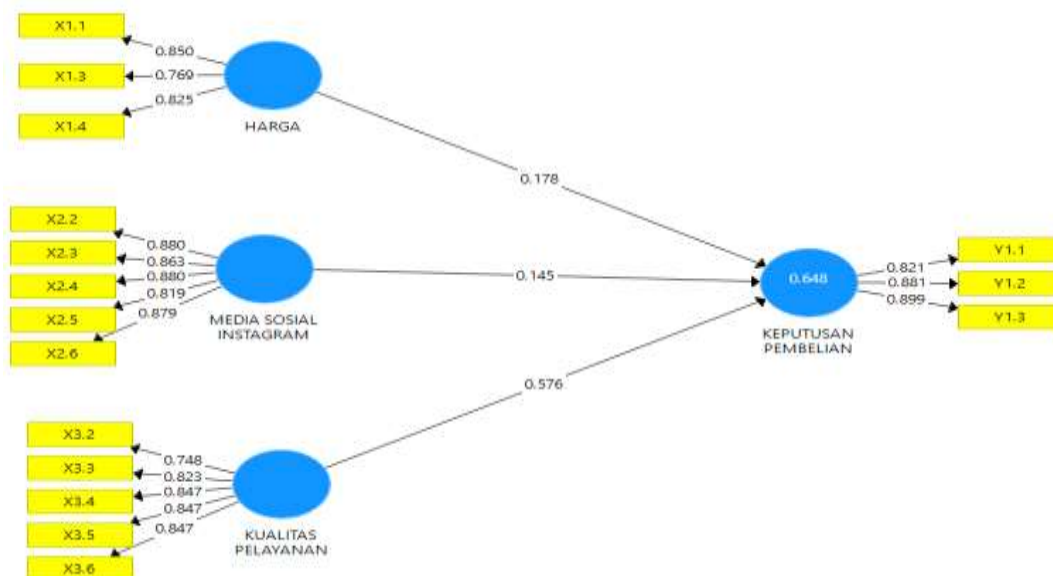
Fit models

Model fit is used to assess the combined performance of measurement and structural models with values ranging from 0 to 1 with interpretations of 0 to 0.25 (low), 0.25 to 0.36 (medium), and above 0.36 (high). The criteria for the FIT model are FIT; that is, the closer the NFI value is to 1, the more fit or suitable it is. Here is the table:

Table 4 Model Fit

	Saturated Model	**Estimated Model**
NFI	0.784	0.784

Source: SmartPLS Data Processing, 2023

Based on the table above states that the NFI value is 0.784; it can be said that the NFI value is close to 1, and it can be stated that the model studied is FIT or good, in a moderate interpretation.

2. Effect Size (f2)

The partial effect of each independent variable on the dependent variable is represented by the f-square value (f2), which helps understand the structural path parameter coefficients. The f fair value is categorized in the category of small effect (f2 = 0.02), medium effect (f2 = 0.15), and high effect (f2 = 0.35). For example, the following is the result of the f2 value of each exogenous variable on the endogenous variable:

Tabel 5 Nilai f^2

	Variable	**Buying decision**
Effect sizes for path	Price	0.051
	Instagram Social Media	0.033
	Service quality	0.466

Source: SmartPLS Data Processing, 2023

Based on the table above, several results were obtained that service quality of 0.466 was the variable that had the most influence on purchasing decisions. On the other hand, the result of a price of 0.051 was a variable that had a medium effect, and Instagram social media, with a result of 0.033, was a variable that had a negligible effect. This was in line with what happened in shopping at a fashion store. Therefore, one of the purchasing decisions is the quality of service.

3. Coefficient of Determination (R2)

R square is the coefficient of determination in the endogenous construct which shows how strong the influence of the independent variable is on the dependent variable. Here is the table:
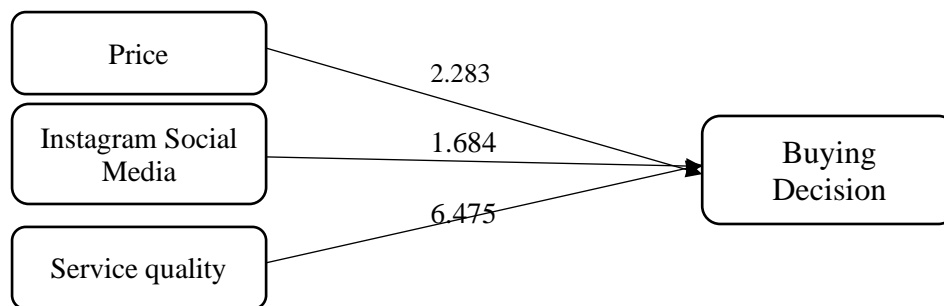
Table. 6 R Square

	R Square
Buying decision	0.648

Source: SmartPLS Data Processing, 2023

The table above shows that Price, Instagram social media, and service quality can explain the endogenous construct of the purchasing decision variable by 64.8% and 46.2% influenced by other factors.

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Hypothesis testing
Figure 4. Hypothesis Testing

Source: SmartPLS Data Processing, 2023

Hypothesis testing can be seen from the value of the t-statistic and the probability value. The statistical value used is more than 1.96, and the probability value is less than 0.05. Here is the table:

Table 4. 7 Hypothesis test

Variable	T statistic	P value	Information
Price Buying decision	2.283	0.023	Significant
Instagram Social Media→ Buying decision	1.684	0.093	Not significant
Service quality → Buying decision	6.475	0.000	Signifikan

Source: SmartPLS Data Processing, 2023

The table above shows the magnitude of the probability value of each independent variable on the dependent variable, namely purchasing decisions. Each value identifies whether the hypothesis can be accepted or not accepted.

Figure 1 Koefisien Jalur
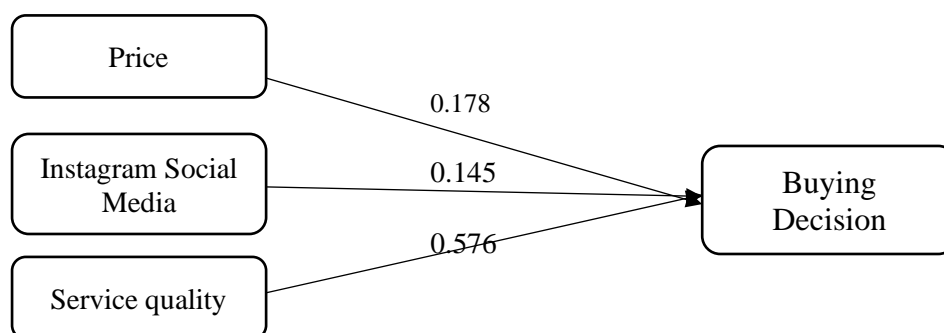
Source: SmartPLS Data Processing, 2023
1. The following is an explanation of the hypotheses used in this study:
2. 1. H0: $\beta = 0$, indicating that the price variable has no significant effect on the purchasing decision variable.
3. H1: $\beta \neq 0$, indicating that the price variable has an essential effect on the purchasing decision variable.
4. In this study, the price variable that has been used in testing means that Price has an important effect on purchasing decisions. This explains that cheap prices with quality that

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matches the Price have an important effect on making purchasing decisions at fashion stores.

5. H0: $\beta = 0$, indicating that the Instagram social media variable has no significant effect on the purchase decision variable.

H1: $\beta \neq 0$, indicating that the Instagram social media variable has an essential effect on the purchase decision variable.

In this study, the Instagram social media variable used in testing means that Instagram social media does not have a significant effect on purchasing decisions. This explains that consumers need to pay more attention to Instagram social media to help them to make purchasing decisions.

6. H0: $\beta = 0$, indicating that the service quality variable has no significant effect on the purchasing decision variable.

H1: $\beta \neq 0$, indicating that the service quality variable has an essential effect on the purchasing decision variable.

In this study, the service quality variable used in this test is that service quality has an essential effect on purchasing decisions; in this study, service quality is the most influential variable. This explains that consumers feel happy and comfortable when given good service quality, making them customers regular customers.

The following is a description of the hypothesis testing that has been carried out:

1. Hypothesis Test 1

The price variable has a path coefficient value of 0.178, indicating that Price positively influences purchasing decisions. The t-statistic and p-value are used to determine significance. The t-statistic value is 2.283 > t-table 1.96 and the p-value is 0.023 <0.05. Based on the research that has been done, this shows that the price variable has a positive and significant effect on purchasing decisions at fashion stores.

2. Hypothesis Test 2

The Instagram social media variable has a path coefficient value of 0.145 which indicates that Instagram social media does not have a positive influence on purchasing decisions. Its significance is obtained from the t-statistic and p-values. The t-statistic value is 1.684 > t-table 1.96, and the p-value is 0.093 <0.05. Based on the research that has been done, this shows that the Instagram social media variable does not have a positive and insignificant influence on purchasing decisions at fashion stores.

3. .Hypothesis Test 3

The service quality variable has a path coefficient value of 0.576, indicating that service quality positively influences purchasing decisions. Its significance is obtained from the t-statistic and p-values. The t-statistic value is 6.475 > t-table 1.96, and the p-value is 0.000 <0.05. Based on the research that has been done, this shows that the service quality variable has a positive and significant effect on purchasing decisions at fashion stores.

Discussion
Effect of Price on Purchasing Decisions

Based on the results of research that has been carried out, Price has a positive and significant effect on purchasing decisions. This means that the prices offered at fashion stores are cheaper than other clothing stores, and these prices are by the quality of the products. By providing low prices, consumers will quickly in making product purchasing decisions. This proves a positive influence of the price variable on purchasing decisions at fashion stores. This study's findings align with previous research (Prihartono, 2020), which shows that Price has a positive and significant effect on purchasing decisions of Rise Sheets.

The Influence of Instagram Social Media on Purchasing Decisions

Vincent Didiek Wiet Aryanto[1], Wisit Rittiboonchai[2], Amjad Ali[3], Imang Dapit Pamungkas[4], Yulita Setiawanta[5]

Based on the results of research that has been done, Instagram social media has no positive and insignificant effect on purchasing decisions. Consumers are more interested in shopping directly than on Instagram social media. Attract consumers. This study's findings differ from previous research conducted by (Utami, Oktini, and Harahap 2020), which shows that Instagram social media has a positive and significant effect on purchasing decisions for Mayoutfit Gegerkalong Bandung products.

Effect of Service Quality on Purchasing Decisions

Based on the results of research that has been carried out, service quality has a positive and significant effect on purchasing decisions. This means that the quality of service fashion stores provides makes consumers feel comfortable when shopping. Furthermore, providing good service quality will make consumers become repeat customers. This proves a positive influence of the variable Service Quality on purchasing decisions at fashion stores.

This study's findings align with previous research (Erlangga et al., 2021), which shows that Price positively and significantly affects consumer purchasing decisions for Honda motorcycles at PT Panca Sakti Perkasa in Bintaro.

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