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The Influence of Instagram Social Media Exposure, Product Quality, and Price Perception on Purchasing Decisions with Brand Image as an Intervening Variable (Study on the Instagram Account @handmadeshoessby)

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Abstract

The purpose of this study was to determine the effect of Instagram social media, product quality, price perception on purchasing decisions with brand image as an intervening variable. This study uses a quantitative approach, this research is included in causal quantitative research. The population in this study were followers of the @handmadeshhoessby Instragram account which amounted to 908,000 followers. Based on calculations, the sample in this study was rounded up to 400 followers of the @handmadeshhoessby Instragram account. The sampling technique in this study used probability sampling techniques. The results of this study are Instagram social media exposure has an effect on purchasing decisions, product quality has an effect on purchasing decisions, price perception has an effect on purchasing decisions, Instagram social media exposure has an effect on brand image, product quality has an effect on brand image, price perspective has an effect on brand image, brand image has an effect on purchasing decisions, brand image can mediate the effect of Instagram social media exposure on purchasing decisions, brand image can mediate the effect of product quality on purchasing decisions, brand image can mediate the effect of price perception on purchasing decisions.

Keywords: Instagram Social Media Exposure; Product Quality; Price Perception; Purchase Decision; Brand Image

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INTRODUCTION

Social media is one of the most popular platforms used to interact through the internet in today's digital era. The rapid growth of its users has made social media an inseparable means of communication from the daily lives of people in Indonesia. The higher effectiveness of social media over traditional communication methods has prompted major companies to adopt a coordinated digital marketing strategy. A strong presence on social media is not only important to reach a wider audience, but also to build closer relationships with consumers. In this context, Instagram has emerged as one of the most popular and effective platforms for individuals and businesses.

Instagram is an application that allows its users to share moments through photos or videos. Using Instagram, users can take pictures or videos, add digital filters or make edits, and then publish them. In addition, photos or videos uploaded on Instagram can also be shared to other social media platforms such as Facebook and Twitter. Instagram users can view posts from other users, give likes, and leave comments on the posts. Instagram has also become a popular platform for businesses to build an audience and promote their products or services. Through features such as tagging and hashtags, users can increase the visibility of their posts and reach a wider audience.

Instagram, being a visual-based app, allows its users to share moments through photos and videos in an engaging way. Features such as digital filters and editing tools make it easy for users to create aesthetically pleasing content that stands out. Uploaded content can not only be shared within Instagram, but can also be easily shared to other platforms such as Facebook and Twitter, thus expanding audience reach.

Interaction on Instagram is not just limited to sharing content, users can view posts from others, like, and leave comments, creating a dynamic interactive ecosystem. This allows users to engage directly with the content they enjoy, as well as build communities based on common interests and preferences.

Instagram has more than one billion active users, providing a huge opportunity for companies to reach new consumers and interact directly with them. Instagram users in Indonesia as of August 2024 based on NapoleonCat data reached 90,183,200 users which is equivalent to 31.6% of the total population of Indonesia. The majority of Instagram users in Indonesia are women with a proportion of 54.2%. One aspect that makes Instagram unique is its ability to create and build communities based on common interests. By using hashtags, users can easily find relevant content, creating an interactive ecosystem that supports collaboration and exploration. This feature allows

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users to connect with other brands and individuals around the world, Instagram has become a global platform that democratizes access to information and products.

The fashion industry is one of the sectors that has been quickest to adapt to the development of Instagram. Fashion brands are utilizing the platform to promote their products in creative and engaging ways. Through high-quality photos, styling videos, and collaborations with influencers, brands can effectively capture consumers' attention. The success of fashion product marketing on Instagram can be seen from the strong visualization of the products. Aesthetically pleasing content can create emotional appeal, influencing consumers' purchasing decisions. In addition, the use of influencer marketing has become a key strategy in promoting fashion products. Influencers who have a large and loyal following can help brands reach a wider audience and build consumer trust in the products offered.

The fashion industry, with its dynamic and fast-changing nature, relies heavily on innovation and effective marketing strategies to attract consumer attention. In this context, the Instagram account @handmadeshhoessby, which is engaged in the production of bags and shoes, is an interesting object to study. Handmadeshoesby is a manufacturer (bag and shoe maker) that was established in 2009, starting with online shop sales which finally in 2013 opened the first store on Jalan Nginden Semolo No.101 Kav 33-34, Menur Pumpungan, Sukolilo, Surabaya.

Handmadeshoesby as a business owner is quite active in sharing photos and video content on Instagram. The Handmadeshoesby account has more than 908 thousand followers and the number of posts is 2,765. Handmadeshoesby is one of the business actors in the fashion sector that provides various bags and shoes wholesale and retail. The Handmadeshoesby account contains a collection of videos that invite followers to shop at the Handmadeshoesby store. In the social media ecosystem, a significant number of followers like this reflects great potential to influence followers' preferences and buying decisions. Each post is not only informational, but also has great potential to create trends and spark interest in new fashion exploration among its followers.

The @handmadeshhoessby account has managed to build a large community with more than 900 thousand followers, this shows great potential to influence the buying decisions of its followers. Consumer decisions refer to the process that individuals or groups go through when choosing to buy or not buy a product. Understanding this process is very important for businesses and marketers to formulate effective strategies to attract and influence consumer behavior.

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Consumer decisions are a complex process involving various considerations and factors. Based on research conducted by Girsang, et al., (2023) and Prasetyo and Elysa (2022), it is known that consumer purchasing decisions are influenced by media exposure.

In addition, user interaction on Instagram also plays an important role. Uploaded content often triggers interaction through likes, comments and shares. These interactions not only create a sense of community, but also increase consumer engagement with the brand. When users feel emotionally engaged, they are more likely to develop loyalty towards the brand and take steps to make a purchase.

Consumer decisions are also influenced by product quality. Research conducted by Wongso, et al. (2022), Putera, et al. (2022), Ashari and Darmastuti (2022), Arlia and Nurhayati (2024), and Murgana and Brahmayanti (2024) concluded that consumer purchasing decisions are influenced by product quality. Consumer decisions are also influenced by the price perspective. Research conducted by Wongso, et al. (2022), Ashari and Darmastuti Arlia and Nurhayati (2024), and Murgana and Brahmayanti (2024) concluded that price influences consumer purchasing decisions.

Consumers often evaluate the relationship between price and the quality of the product they buy. If they feel that the price of the product is comparable to the quality offered, they are more likely to make a purchase. This perception of value is particularly important in the context of a competitive market, where consumers have many choices. Price competitiveness also plays a central role in purchasing decisions. A competitive price can be a decisive factor that encourages consumers to choose a particular product. In addition, special offers, discounts or promotional prices can attract consumers' attention and encourage them to buy, even if they had not previously planned to do so. Consumer decisions are also influenced by brand image. Research conducted by Murgana and Brahmayanti (2024), Arlia and Nurhayati (2024), and Prasetyo and Elysa (2022) concluded that brand image influences consumer purchasing decisions.

A positive brand image can increase consumer confidence in a brand. Brands that have a good reputation will more easily gain the trust of consumers. Awareness of the importance of building and maintaining a positive brand image can help brands create consumer interest. The emotional side of consumers plays an important role in brand image formation. Brands that are connected to certain values or lifestyles tend to influence consumer decisions based on their emotional preferences. When consumers have an emotional attachment to a brand, they are more likely to choose and buy products from that brand over other brands.

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In general, consumer purchasing decisions are influenced by many factors, including social media exposure, product quality, price perspective, and brand image. Understanding the interaction between these factors is very important for businesses, especially in formulating effective marketing strategies to increase sales and consumer loyalty.

Based on the background description that has been described, the researcher is interested in conducting research with the title: The Effect of Instagram Social Media Exposure, Product Quality, and Price Perspective on Purchasing Decisions with Brand Image as an Intervening Variable (Study on Instagram Account @handmadeshhoessby).
H1: Instagram social media exposure affects purchasing decisions on the @handmadeshhoessby Instagram account.

The influence of product quality on purchasing decisions is supported by several previous studies. Research by Wongso, et al. (2022), Putera, et al. (2022), Ashari and Darmastuti (2022), Arlia and Nurhayati (2024), and Murgana and Brahmayanti (2024) concluded that consumer purchasing decisions are influenced by product quality. Based on the description above, the proposed hypothesis is as follows:
H2: Product quality affects purchasing decisions on the @handmadeshhoessby Instagram account.

The existence of a price perspective influence on purchasing decisions is supported by several previous studies. Research by Wongso, et al. (2022), Ashari and Darmastuti (2022), Arlia and Nurhayati (2024), and Murgana and Brahmayanti (2024) concluded that price affects consumer purchasing decisions. Based on the description above, the proposed hypothesis is as follows:
H3: Price perspective affects purchasing decisions on the @handmadeshhoessby Instagram account.

The influence of exposure to Instagram social media on brand image is supported by several previous studies. Research by Pratiwi, et al. (2023) and Diputri and Afriani (2022) concluded that exposure to Instagram social media affects brand image. Based on the description above, the proposed hypothesis is as follows:
H4: Instagram social media exposure affects brand image on the @handmadeshhoessby Instagram account.

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The influence of product quality on brand image is supported by several previous studies conducted by Wongso, et al. (2022), Ashari and Darmastuti (2022), and research conducted by Arlia and Nurhayati (2024) which concluded that product quality affects brand image. Based on the description above, the proposed hypothesis is as follows:
H5: Product quality affects brand image on @handmadeshhoessby's Instagram account.

The influence of the price perspective on brand image is supported by several previous studies conducted by Wongso, et al. (2022) and research conducted by Arlia and Nurhayati (2024) which concluded that price affects brand image. Based on the description above, the proposed hypothesis is as follows:
H6: Price perspective affects brand image on @handmadeshhoessby's Instagram account.

The influence of brand image on purchasing decisions is supported by several previous studies conducted by Wongso, et al. (2022), Prasetyo and Elysa (2022), and research conducted by Arlia and Nurhayati (2024) which concluded that brand image affects consumer purchasing decisions. Based on the description above, the proposed hypothesis is as follows:
H7: Brand image affects purchasing decisions on the @handmadeshhoessby Instagram account.

Brand image can mediate the influence of social media on purchasing decisions supported by previous research conducted by Narayana and Rahanatha (2020) and research conducted by Putra and Mukaromah (2023) which concluded that brand image is a mediating variable for the influence between social media marketing on consumer purchasing decisions. Based on the description above, the proposed hypothesis is as follows:
H8: Brand image can mediate the influence of exposure to social media instagram on purchasing decisions on the @handmadeshhoessby instagram account.

Brand image can mediate the effect of product quality on purchasing decisions supported by previous research conducted by Wongso, et al. (2022), Ashari and Darmastuti (2022) and research conducted by Arlia and Nurhayati (2024) which concluded that brand image can mediate the effect of product quality on consumer

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purchasing decisions. Based on the description above, the proposed hypothesis is as follows:

H9: Brand image can mediate the effect of product quality on purchasing decisions on the @handmadeshhoessby Instagram account.

Brand image can mediate the effect of price perspective on purchasing decisions supported by previous research conducted by Wongso, et al. (2022) and research conducted by Arlia and Nurhayati (2024) which concluded that brand image can mediate the effect of price on consumer purchasing decisions. Based on the description above, the proposed hypothesis is as follows:

H10: Brand image can mediate the effect of price perspective on purchasing decisions on the @handmadeshhoessby Instagram account.

Conceptual Framework

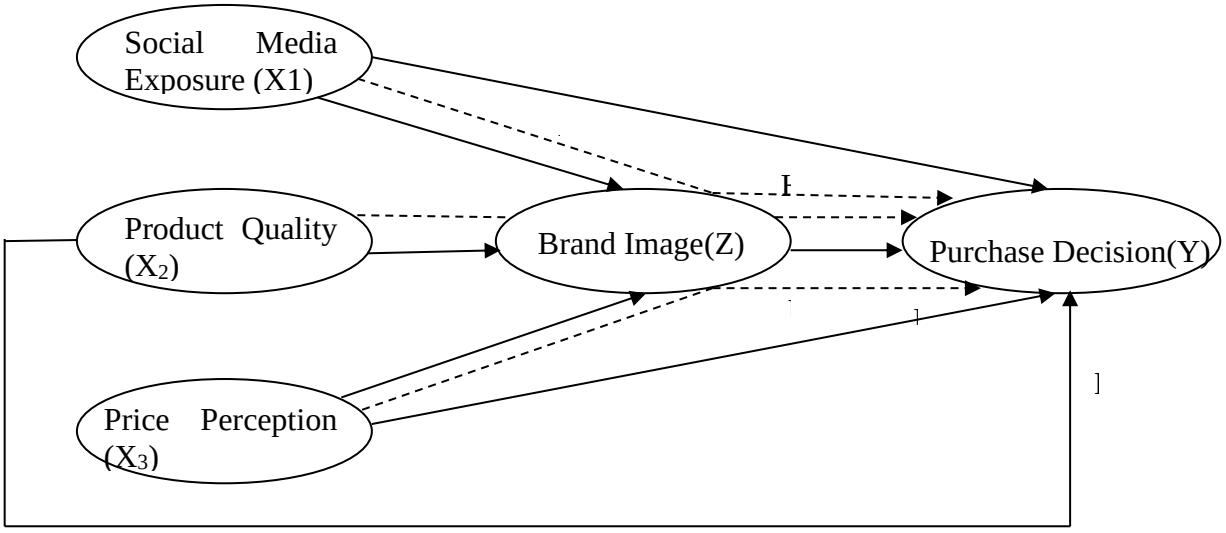


Figure 1. Conceptual Framework

RESEARCH METHODS

This research uses a quantitative approach. Quantitative research in this study was conducted to test the hypothesis of the effect of social media exposure instagram, product quality, and price perspective on purchasing decisions with brand image as an

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intervening variable using the Structural Equation Model-Partial Least Square (SEM-PLS) test. This research is included in causal quantitative research. The population in this study were followers of the @handmadeshhoessby Instragram account, totaling 908,000 followers. Based on calculations, the sample in this study was rounded up to 400 followers of the @handmadeshhoessby Instragram account. The sampling technique in this study used probability sampling techniques. Variable (X1) Social Media Exposure, (X2) Product Quality, (X3) Price perspective, (Y) Purchase Decision. The data collection technique in this study used field studies or field research by distributing questionnaires.

RESULTS AND DISCUSSION

Fornell-Lacker Creterium

Tabel 1. Fornell-Lacker Creterium

	X_1	X_2	X_3	Z	Y
X1	0,860				
X2	0,903	0,936			
X3	0,881	0,862	0,906		
Z	0,872	0,902	0,875	0,939	
Y	0,909	0,941	0,905	0,925	0,956

Based on the fornell-lacker creterium value, it is known that the fornell-lacker creterium value of each variable is greater than the fornell-lacker creterium value of the other variables, which can be seen from the blocked values. This shows that the variables of social media exposure (X1), product quality (X2), price perspective (X3), brand image (Z), and purchasing decisions (Y) are declared valid.

Reliability

The reliability test is carried out to prove the accuracy, consistency, and accuracy of the instrument in measuring constructs. Reliability can be seen from the Cronbach's alpha and composite reliability values with the following criteria:

a. If the Cronbach's alpha and composite reliability values are> 0.7 then the instrument is declared reliable

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b. If the Cronbach's alpha and composite reliability values <0.7 then the instrument is declared unreliable

Based on the results of statistical data processing, the following results are obtained:

Table 2. Croncbach's Alpha dan Composite Reliability

Variable	Croncbach's Alpha	Composite Reliability
Social media exposure (X1)	0,928	0,944
Product quality (X2)	0,975	0,978
Price perspective (X3)	0,958	0,965
Brand image (Z)	0,958	0,966
Purchase decision (Y)	0,965	0,970

Based on the table above, the variables of social media exposure (X1), product quality (X2), price perspective (X3), brand image (Z), and purchasing decisions (Y) have a Croncbach's alpha value and composite reliability of more than 0.7. This shows that all variables are declared reliable because they have met the requirements in the Croncbach's alpha and composite reliability tests.

Path Coefficient

Path Coefficient aims to test whether a variable has a positive or negative relationship direction towards other variables. Path Coefficient can be seen from the original sample value with the following criteria:

a. If the original sample value is positive, it indicates a unidirectional variable relationship
b. If the original sample value is negative, it shows that the variable relationship is in the opposite direction.

Based on the results of statistical data processing, the following results are obtained:

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Table 3. Path Coefficient

Model	Original Sample
$X_1 \rightarrow Y$	0,673
$X_2 \rightarrow Y$	0,168
$X_3 \rightarrow Y$	0,121
$X_1 \rightarrow Z$	0,454
$X_2 \rightarrow Z$	0,353
$X_3 \rightarrow Z$	0,190
$Z \rightarrow Y$	0,229
$X_1 \rightarrow Z \rightarrow Y$	0,104
$X_2 \rightarrow Z \rightarrow Y$	0,081
$X_3 \rightarrow Z \rightarrow Y$	0,043

Based on the table above, it can be seen that

a. Social media exposure (X1) has a positive effect on purchasing decisions (Y), because it has a positive original sample value of 0.673. This means that if social media exposure (X1) increases, then purchasing decisions (Y) will also increase and vice versa if social media exposure (X1) decreases, then purchasing decisions (Y) will also decrease.
b. Product quality (X2) has a positive effect on purchasing decisions (Y), because it has a positive original sample value of 0.168. This means that if the quality of the product (X2) increases, the purchasing decision (Y) will also increase and vice versa if the quality of the product (X2) decreases, the purchasing decision (Y) will also decrease.
c. The price perspective (X3) has a positive effect on purchasing decisions (Y), because it has a positive original sample value of 0.121. This means that if the price perspective (X3) increases, the purchasing decision (Y) will also increase and vice versa if the price perspective (X3) decreases, the purchasing decision (Y) will also decrease.
d. Social media exposure (X1) has a positive effect on brand image (Z), because it has a positive original sample value of 0.454. This means that if social media exposure (X1) increases, the brand image (Z) will also increase and vice versa if social media exposure (X1) decreases, the brand image (Z) will also decrease.

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e. Product quality (X2) has a positive effect on brand image (Z), because it has a positive original sample value of 0.353. This means that if the product quality (X2) has increased, the brand image (Z) will also increase and vice versa if the product quality (X2) has decreased, the brand image (Z) will also decrease.
f. The price perspective (X3) has a positive effect on brand image (Z), because it has a positive original sample value of 0.190. This means that if the price perspective (X3) increases, the brand image (Z) will also increase and vice versa if the price perspective (X3) decreases, the brand image (Z) will also decrease.
g. Brand image (Z) has a positive effect on purchasing decisions (Y), because it has a positive original sample value of 0.229. This means that if the brand image (Z) increases, the purchasing decision (Y) will also increase and vice versa if the brand image (Z) decreases, the purchasing decision (Y) will also decrease.
h. h. Social media exposure (X1) has a positive effect on purchasing decisions (Y) mediated by brand image (Z), because it has a positive original sample value of 0.104. This means that brand image is able to mediate the influence of social media exposure on purchasing decisions.
i. i. Product quality (X2) has a positive effect on purchasing decisions (Y) mediated by brand image (Z), because it has a positive original sample value of 0.081. This means that brand image is able to mediate the effect of product quality on purchasing decisions.
j. j. The price perspective (X3) has a positive effect on purchasing decisions (Y) mediated by brand image (Z), because it has a positive original sample value of 0.043. This means that brand image is able to mediate the effect of price perspective on purchasing decisions.

Coefficient Determination (R-Square)

R-Square (R2) is used to determine the proportion of variance in the dependent variable that can be predicted or explained by the independent variables. The R-Square (R2) value is expected to be between 0 and 1. The R-Square (R2) criteria are as follows:

a. R-Square value of 0.19 has a weak influence
b. The R-Square value of 0.33 has a moderate influence
c. The R-Square value of 0.67 has a strong influence

Based on the results of statistical data processing, the following results are obtained:

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Tabel 4. R-Square (R^2)

Variable	R Square
Purchase decision (Y)	0,893
Brand image (Z)	0,937

Source: Appendix 4

Based on the table above, it is known that the R-Square (R^2) value for the two bound variable models analyzed, namely purchase decision (Y) and brand image (Z). The R-Square value for purchase decisions (Y) is 0.893, meaning that 89.3% of the variation in purchase decisions can be influenced by the variables of social media exposure (X1), product quality (X2), and price perspective (X3) while the remaining 10.7% is influenced by other variables that were not studied in this study. The influence of social media exposure (X1), product quality (X2), and price perspective (X3) on purchase decisions (Y) is categorized as having a strong influence because the R-Square value is more than 0.67.

The R-Square value for brand image (Z) is 0.937, meaning that 93.7% of the variation in brand image can be influenced by the variables of social media exposure (X1), product quality (X2), and price perspective (X3) while the remaining 6.3% is influenced by other variables that were not studied in this study. The influence of social media exposure (X1), product quality (X2), and price perspective (X3) on brand image (Z) is categorized as having a strong influence because the R-Square value is more than

Bootstrapping (Hypothesis Test)

Hypothesis testing is carried out by bootstrapping method. Bootstrapping testing can be seen from t-statistical and p-value values with the following criteria:

a. If the t-statistic value > 1.96 and the p-value < 0.05, it has a significant effect

b. If the t-statistic value < 1.96 and the p-value > 0.05, it has no significant effect

Based on the results of statistical data processing, the following results were obtained:

Table 5. Bootstrapping

No	Variable	Original Sample	t-Statistik	P-Value
1.	Social media exposure (X1)→ Purchasing decisions (Y)	0,673	8,918	0,000

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2.	Product quality (X2)→ Purchase decision (Y)	0,168	2,398	0,017
3.	Price perception (X3) →Purchase decision (Y)	0,121	2,286	0,023
4.	Social media exposure (X1)→ Brand image (Z)	0,454	8,232	0,000
5.	Product quality (X2) → Brand image (Z)	0,353	8,821	0,000
6.	Price perception (X3) → Brand image (Z)	0,190	4,923	0,000
7.	Brand image (Z) → Purchase decision (Y)	0,229	2,240	0,026
8.	Social media exposure (X1) → Brand image (Z)→ Purchase decision (Y)	0,104	2,118	0,035
9.	Product quality (X2) → Brand image (Z) → Purchase decision (Y)	0,081	2,059	0,040
10.	Price perception (X3) → Brand image (Z) → Purchase decision (Y)	0,043	2,002	0,046

Based on the table above, it can be known that:

a. Social media exposure (X1) has a significant effect on purchase decisions (Y), because it has a t-statistical value of more than 1.96, which is 8.918, and a p-value smaller than 0.05, which is 0.000.
b. Product quality (X2) has a significant effect on purchasing decisions (Y), because it has a t-statistical value of more than 1.96, which is 2.398, and a p-value smaller than 0.05, which is 0.017.
c. The price perspective (X3) has a significant effect on the purchase decision (Y), because it has a t-statistical value of more than 1.96, which is 2.286, and a p-value smaller than 0.05, which is 0.023.
d. Social media exposure (X1) has a significant effect on the brand image (Z), because it has a t-statistical value of more than 1.96, which is 8.232, and a p-value smaller than 0.05, which is 0.000.
e. Product quality (X2) has a significant effect on the brand image (Z), because it has a t-statistical value of more than 1.96 which is 8.821 and a p-value of less than 0.05 which is 0.000.
f. Price perspective (X3) has a significant effect on the brand image (Z), because it has a t-statistical value of more than 1.96, which is 4.923, and a p-value value smaller than 0.05, which is 0.000.
g. Brand image (Z) has a significant effect on purchasing decisions (Y), because it has a t-statistical value of more than 1.96 which is 2.240 and a p-value less than 0.05 which is 0.026.

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h. Social media exposure (X1) has a significant effect on purchase decisions (Y) mediated by brand image (Z), because it has a t-statistical value of more than 1.96, which is 2.118, and a p-value smaller than 0.05, which is 0.035.
i. Product quality (X2) has a significant effect on the purchase decision (Y) mediated by the brand image (Z), because it has a t-statistical value of more than 1.96, which is 2.059, and a p-value smaller than 0.05, which is 0.040.
j. Price perspective (X3) has a significant effect on the purchase decision (Y) mediated by the brand image (Z), because it has a t-statistical value of more than 1.96 which is 2.002 and a p-value less than 0.05 which is 0.046.

DISCUSSION

The Influence of Social Media Exposure on Purchase Decisions

These findings reinforce evidence that intense interactions with social media can significantly affect consumer behavior. . The results of this study are in line with research conducted by Girsang, et al., (2023) and Prasetyo and Elysa (2022) who found that social media exposure has a significant effect on purchase decisions.

The Effect of Product Quality on Purchase Decisions

These findings show that product quality not only affects consumer satisfaction, but also becomes a determining factor in purchasing decisions. The results of this study are in line with research conducted by Wongso, et al. (2022), Putera, et al. (2022), Ashari and Darmastuti (2022), Arlia and Nurhayati (2024), and Murgana and Brahmayanti (2024) who concluded that consumer purchasing decisions are influenced by product quality

Effect of Price Perspective on Purchase Decisions

These findings indicate that price not only serves as a comparative factor, but also as an important element that can increase consumer confidence in making purchases. If the price is considered reasonable and in accordance with the value received, then consumers will be more likely to decide to buy the product. The results of this study are in line with research conducted by Wongso, et al. (2022), Ashari and Darmastuti (2022), Arlia and Nurhayati (2024), and Murgana and Brahmayanti (2024) concluding that the price perspective influences consumer purchasing decisions.

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The Effect of Social Media Exposure on Brand Image

These findings further reinforce the argument that social media, especially Instagram, plays an important role in shaping and strengthening brand image. The results of this study are in line with research conducted by Pratiwi, et al. (2023) and Diputri and Afriani (2022) concluding that Instagram social media exposure has an effect on brand image.

The Influence of Product Quality on Brand Image

These findings further strengthen the understanding that product quality not only influences purchasing decisions, but also plays an important role in shaping a positive brand image. High-quality products create a strong association between the brand and consumer trust, which ultimately improves the overall brand image. The results of this study are in line with research conducted by Wongso, et al. (2022), Ashari and Darmastuti (2022), as well as research conducted by Arlia and Nurhayati (2024) which concluded that product quality affects brand image.

The Influence of Price Perspective on Brand Image

These findings show that price not only serves as a comparative factor in purchasing decisions, but also as a key element in shaping brand image. Determining the right price can strengthen or damage consumers' perception of the value and quality of the product, which in turn affects how the brand is viewed in the market. The results of this study are in line with research conducted by Wongso, et al. (2022) and research conducted by Arlia and Nurhayati (2024) which concluded that price affects brand image.

The Influence of Brand Image on Purchase Decisions

These findings further reinforce the understanding that a good brand image not only improves visual appeal, but also builds consumer trust, which in finally encouraging them to make a purchase. A strong brand image on social media platforms, such as Instagram, is crucial in creating a positive impression that drives purchase decisions. The results of this study are in line with research conducted by Wongso, et al. (2022), Prasetyo and Elysa (2022), as well as research conducted by Arlia and Nurhayati (2024) which concluded that brand image affects consumer purchase decisions.

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The Influence of Brand Image in Mediating the Influence of Instagram Social Media Exposure on Purchase Decisions

These findings indicate that while social media exposure plays an important role in introducing products, the brand image built through interaction and visual content is key in determining how consumers respond to that information and ultimately influence their purchasing decisions. . The results of this study are in line with research conducted by Narayana and Rahanatha (2020) and research conducted by Putra and Mukaromah (2023) which concluded that brand image is a mediating variable of influence between social media marketing on purchase decisions on consumers.

The Influence of Brand Image in Mediating Product Quality on Purchase Decisions

These findings suggest that a strong and consistent brand image can reinforce consumers' positive perception of product quality, ultimately influencing their purchasing decisions. Thus, the brand image not only reflects the quality of the product, but also serves as a bridge that connects that perception with the actual purchase action. The results of this study are in line with research conducted by Arlia and Nurhayati (2024) which concluded that brand image can mediate the influence of product quality on purchasing decisions on consumers.

The Influence of Brand Image in Mediating Price Perspectives on Purchase Decisions

These findings suggest that a strong brand image can change consumers' perception of price, making higher prices acceptable if consumers associate brands with higher quality, uniqueness, and value. In other words, brand image plays an important role in improving the perception of value proportional to the price offered, which ultimately influences purchasing decisions. The results of this study are in line with research conducted by Wongso, et al. (2022) and research conducted by Arlia and Nurhayati (2024) which concluded that brand image can mediate the influence of price on purchasing decisions on consumers.

CONCLUSION

Exposure to Instagram social media affects purchase decisions on @handmadeshhoessby Instagram account. Product quality affects the purchase decision on the Instagram account @handmadeshhoessby. The price perspective affects the purchase decision on the Instagram account @handmadeshhoessby. Exposure to

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Instagram social media affects the brand image on @handmadeshhoessby Instagram account. Product quality affects the brand image on @handmadeshhoessby Instagram account. The price perspective affects the brand image on @handmadeshhoessby Instagram account. Brand image affects the purchase decision on the Instagram account @handmadeshhoessby. Brand image can mediate the influence of Instagram social media exposure on purchase decisions on @handmadeshhoessby Instagram account. Brand image can mediate the influence of product quality on purchase decisions on Instagram accounts @handmadeshhoessby. Brand image can mediate the influence of price perspective on purchase decisions on @handmadeshhoessby Instagram account.

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