

THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA, PRODUCT QUALITY, PRICE PERCEPTION, AND LOCATION ON PURCHASE DECISIONS WITH PURCHASE INTENTION AS AN INTERVENING VARIABLE AT TOKO KOPI TUKU KELAPA DUA DEPOK

ABSTRACT

The purpose of this study is to analyze the influence of Instagram social media, product quality, price perception and location on purchase decisions, as well as to examine the role of purchase intention as an intervening variable among consumers of Toko Kopi Tuku Kelapa Dua Depok. This research uses primary data with a quantitative approach. The data were collected through the distribution of questionnaires to 210 respondents who are consumers of Toko Kopi Tuku Kelapa Dua Depok. The sampling technique used was non-probability sampling with a purposive sampling approach. Data analysis was conducted using the Partial Least Square (PLS) method with the help of SmartPLS 4.0 software. The analysis stages included tests for convergent validity, discriminant validity, average variance extracted (AVE), composite reliability, Cronbach's alpha, R-square, Q-square, path coefficient and specific indirect effect. The results of the hypothesis testing show that Instagram social media, product quality, price perception and location significantly influence purchase intention. Instagram social media, product quality, and location have a significant impact on purchase decisions. However, price perception does not significantly affect purchase decisions. Furthermore, purchase intention significantly affects purchase decisions and serves as an intervening variable in the relationship between the independent variables and purchase decisions.

Keywords: *Instagram Social Media, Location, Price Perception, Product Quality, Purchase Decision, Purchase Intention*

(xi + 133 + Appendices)

References (2006 – 2025)