

**THE EFFECT OF INSTAGRAM SOCIAL MEDIA AND LIFESTYLE ON
PURCHASE DECISIONS
(Study on Zoya Jombang Consumers)**

ABSTRACT

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This study aims to determine and explain the influence of social media Instagram and lifestyle on purchasing decisions at Zoya Jombang. The research uses an explanatory research method which is carried out through data collection in the field. The population is Zoya Jombang consumers who have an Instagram account and follow Zoya Jombang's account with a research sample of 90 consumers, data analysis using multiple Linear Regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study, it shows that Instagram social media is in the poor category, this states that consumers in using Zoya Jombang's social media instagram have not contributed to the improvement of Zoya Jombang's purchasing decisions and Lifestyle is in the good category, this states that the Lifestyle on Zoya Jombang contributes to the increase Zoya Jombang's purchase decision.

Keywords: Social Media Instagram, Lifestyle and Purchasing Decisions