The Effect of Instagram Social Media Marketing and Product Quality on Purchase Decisions of H'zhazu MSME Products in East Ciputat, South Tangerang

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Abstract: Social media marketing and product quality are important considerations in consumer purchasing decisions, particularly for micro, small, and medium enterprises (MSMEs) operating in competitive markets. However, further empirical investigation is needed to understand how these factors are associated with purchasing decisions in the context of traditional-snack MSMEs. This study examines the individual and joint associations of Instagram social media marketing and product quality with purchase decisions among consumers of H'Zhazu MSME products in East Ciputat, South Tangerang. A quantitative cross-sectional design with an associative approach was employed. The study population comprised 348 consumers, from which 78 respondents were selected through purposive sampling. Data were collected using questionnaires and analyzed through multiple linear regression with IBM SPSS Statistics version 29. The results revealed that Instagram social media marketing had a positive and statistically significant association with purchase decisions ($B = 0.512$; $\beta = 0.437$; $t = 4.103$; $p < 0.001$). Product quality also demonstrated a positive and statistically significant association ($B = 0.541$; $\beta = 0.465$; $t = 4.371$; $p < 0.001$). Furthermore, the regression model was statistically significant ($F = 110.734$; $p < 0.001$), with an R^2 of 0.747, indicating that the two predictors jointly accounted for 74.7% of the observed variation in purchase decisions within the sample. This study contributes context-specific empirical evidence concerning the relationship between digital marketing and product quality in a traditional-snack MSME. The standardized coefficients indicate that product quality had a slightly stronger association with purchase decisions than Instagram social media marketing. These findings suggest that both digital marketing practices and product quality merit consideration in MSME marketing

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strategies. Nevertheless, the cross-sectional design and purposive sampling limit causal interpretation and generalizability beyond the population and context examined.

Keywords: Instagram Social Media Marketing, Product Quality, Purchase Decisions, MSME, H'Zhazu.

Introduction

The development of digital communication has created new opportunities for micro, small, and medium enterprises (MSMEs) to promote their products, communicate with consumers, and compete in increasingly dynamic markets. Social media platforms, including Instagram, allow businesses to distribute product information, present visual content, interact with potential customers, and maintain relationships with existing consumers. For MSMEs, these platforms can provide accessible marketing channels without requiring the same level of investment as some conventional promotional methods. Nevertheless, the presence of a business on social media does not necessarily translate into consumer purchase decisions, as the effectiveness of digital marketing may depend on the relevance of its content, the quality of consumer interaction, and consumers' assessments of the products being offered. A systematic literature review by Kanth and Prasad 2023 demonstrates the breadth of research on social media marketing in small and medium-sized enterprises, while also highlighting the diversity of research contexts, platforms, and analytical approaches in this field. Previous empirical research has examined the relationship between social media marketing and purchase decisions, but the findings suggest that the relationship may vary according to the marketing dimensions and business contexts investigated. Negara (2024), in a study of Indonesian MSMEs involving 245 consumers, found that customization, interaction, and trendiness were positively and significantly associated with purchase decisions, whereas entertainment was not statistically significant. Interaction was identified as the strongest dimension in the study. These findings indicate that social media marketing should not be treated as a uniform promotional activity because its individual components may have different relationships with consumer decisions. In contrast, Nuriyah et al. 2024, studying the Pempek Hayra SME in Bandar Lampung, reported that social media marketing was not significantly associated with purchase decisions, although product quality was positively and significantly associated with them. Both predictors were significant when considered jointly. This difference is important because it suggests that the relationship between social media marketing and purchase decisions may not be consistent across individual MSMEs. However, differences in measurement, sample characteristics, business settings, and research methods mean that the findings cannot automatically be interpreted as contradictory evidence about

the effectiveness of social media marketing in general. Product quality represents another important consideration in consumer purchasing decisions. Consumers may evaluate products through attributes such as consistency, reliability, appearance, durability, and conformity with their expectations. In the food and traditional-snack sector, perceived product quality may be particularly relevant because consumers assess not only promotional information but also the characteristics of the product they intend to consume. Empirical evidence from Indonesia supports the relevance of examining product quality alongside marketing activities. Kharimah and Hariasih 2022, for example, investigated social media marketing, product quality, and price in relation to purchase decisions for the Mbak Ila milkfish-presto MSME in Sidoarjo. Their findings indicated positive and statistically significant relationships between each of the three predictors and purchase decisions. Similarly, Pradana and Astrama (2023) reported positive and significant associations of social media marketing and product quality with purchasing decisions in a motorcycle spare-parts business. Although these studies support the relevance of both variables, the differences between food products and non-food products raise questions about the extent to which their findings apply to traditional-snack businesses. Other studies have examined both predictors simultaneously but have used different outcome variables or analytical models. Meliawati et al. (2023), for instance, investigated TikTok social media marketing and product quality in relation to purchase intention for a small and medium-sized food business. Purchase intention, however, is conceptually distinct from a purchase decision: an intention reflects a consumer's willingness or plan to buy, whereas a decision concerns the choice made among available alternatives. This distinction matters when comparing research findings because evidence about purchase intention cannot be assumed to demonstrate the same relationships with actual or reported purchase decisions. Likewise, research that incorporates mediating variables, such as purchase intention, buying interest, or perceived value, addresses a different analytical question from research that estimates the direct statistical associations between marketing, product quality, and purchase decisions. Taken together, the existing literature establishes the relevance of social media marketing and product quality, but it also reveals several issues requiring further investigation. First, empirical findings concerning social media marketing are not uniform: some studies report significant relationships with purchase decisions, while others identify non-significant relationships. Second, previous studies vary in their treatment of social media marketing, ranging from individual dimensions such as interaction and customization to broader composite measures. Third, studies differ in their outcomes, research settings, and analytical models, limiting direct comparisons across findings. Consequently, further context-specific evidence is useful for examining how an overall measure of Instagram social media marketing and product quality are jointly associated with purchase decisions in an MSME selling traditional snacks. This study

addresses that empirical question among consumers of H'Zhazu MSME products in East Ciputat, South Tangerang. The contribution of this study is therefore not simply that it examines a different MSME. Rather, it evaluates the relative statistical associations of Instagram social media marketing and product quality with purchase decisions within a defined traditional-snack business context, using a common multiple-regression model. By examining both predictors simultaneously, the study provides evidence on their respective standardized associations and the proportion of observed variation in purchase decisions accounted for by the model. The cross-sectional design also permits an assessment of these relationships within the surveyed sample, although it does not establish causal effects. In this respect, the study complements earlier research by providing additional evidence that can be compared with findings from other MSMEs and product categories. Accordingly, this study aims to examine (1) the association between Instagram social media marketing and purchase decisions among consumers of H'Zhazu MSME products, (2) the association between product quality and purchase decisions, and (3) the joint statistical association of Instagram social media marketing and product quality with purchase decisions. Based on the reviewed literature, the study proposes that Instagram social media marketing and product quality are each positively associated with purchase decisions and that the regression model containing both predictors is statistically significant.

Literature Review

Instagram Social Media Marketing

Social media marketing refers to the use of social media platforms to communicate with audiences, distribute information, promote products, and facilitate interactions between businesses and consumers. For micro, small, and medium enterprises (MSMEs), social media provides an opportunity to establish a digital presence and communicate product information to potential customers. Kanth and Prasad (2023), in a systematic literature review of social media marketing in SMEs, documented the diversity of research themes, platforms, theoretical frameworks, and methodological approaches used to investigate social media marketing in small-business settings. Their review provides a basis for examining social media marketing as a context-dependent business practice rather than assuming that its outcomes are uniform across enterprises. Instagram is particularly relevant to businesses that rely on visual product presentation. Through photographs, videos, captions, and direct communication, businesses can introduce product characteristics, communicate promotion nal information, and respond to consumer inquiries. These activities may support consumer evaluation by making product information more accessible. Nevertheless, the presence of promotional content alone does not establish that Instagram marketing is associated with

purchase decisions. Its relevance depends on how consumers perceive the information, interaction, and visual communication provided by the business.

Empirical evidence indicates that the relationship between social media marketing and purchase decisions can differ across studies. Negara (2024) examined 245 consumers who followed at least one Indonesian MSME social media account and found that customization, interaction, and trendiness were positively and significantly associated with purchase decisions, whereas entertainment was not statistically significant. This finding suggests that social media marketing dimensions may differ in their relevance to consumer decision-making. In contrast, Nuriyah et al. (2024), in a study of 107 customers of the Pempek Hayra MSME in Bandar Lampung, found that social media marketing was not statistically significant when examined individually, although product quality was positively and significantly associated with purchase decisions. The combined model was statistically significant. These results indicate that social media marketing should not automatically be assumed to have the same statistical relationship with purchase decisions across MSMEs. The present study operationalizes Instagram Social Media Marketing through content quality, interactivity, and visual communication. Content quality concerns the perceived relevance and clarity of product information; interactivity concerns opportunities for communication between the business and consumers; and visual communication concerns the presentation of products through images and other visual content. These dimensions are examined as components of the study's Instagram marketing measure rather than as separate independent variables. Based on the informational and communicative functions of Instagram, consumers who evaluate a business's marketing activities more favorably may also report stronger purchase decisions. However, given the differing findings of previous studies, this expected relationship requires empirical examination in the specific context of H'Zhazu traditional-snack products.

Product Quality

Product quality refers to consumers' evaluation of a product's characteristics and its ability to provide the benefits they expect. In purchasing situations, consumers may consider product performance, appearance, consistency, and the perceived value obtained relative to the price paid. These evaluations may inform their comparisons of available alternatives and their confidence in selecting a particular product. Product quality is especially relevant to food-related MSMEs because consumers evaluate both the information communicated before purchasing and their perceptions of the product itself. For traditional snacks, product presentation and the perceived benefits of the product may contribute to consumers' overall assessment. However, the specific quality attributes considered important may depend on the product category and individual consumer preferences.

Previous empirical research provides support for examining product quality alongside social media marketing. Kharimah and Hariasih (2022) investigated the purchase decisions of consumers of the Mbak Ila milkfish-presto MSME in Sidoarjo. Their findings indicated that social media marketing, product quality, and price were each positively and significantly associated with purchase decisions. Pradana and Astrama (2023) similarly reported positive and significant relationships between social media marketing, product quality, and purchase decisions in a motorcycle spare-parts business. In the food-MSME context, Nuriyah et al. (2024) found a positive and significant association between product quality and purchase decisions, even though the individual association between social media marketing and purchase decisions was not significant. The findings of these studies suggest that product quality is a relevant predictor to examine, but they do not establish that its relative importance will be identical across product categories. The studies also differ in the additional variables, business settings, and analytical approaches considered. Consequently, further evidence is needed to assess the statistical association between product quality and purchase decisions in the context of traditional-snack MSMEs. In this study, Product Quality is assessed through product performance, design and aesthetics, and perceived value. These indicators represent consumers' evaluations of the product's functional characteristics, appearance, and perceived benefits relative to its cost. The resulting measure captures respondents' perceptions of H'Zhazu products rather than an independent technical assessment of product quality.

Purchase Decision

Purchase decision refers to a consumer's decision-making process when selecting a product or service from available alternatives. The process may involve recognizing a need, searching for information, evaluating alternatives, and deciding whether to purchase. In this process, consumers may draw on information from marketing communications and their evaluations of the product's characteristics. In a digital environment, social media may provide information that consumers use when considering a purchase. Visual content can communicate product appearance, while interactive communication may help consumers obtain additional information. Product quality, in turn, represents consumers' assessment of the benefits and characteristics associated with the product. These two factors therefore provide distinct but potentially complementary sources of information during consumer evaluation. The distinction between purchase intention and purchase decision is important in empirical research. Purchase intention reflects a consumer's willingness or plan to buy, whereas a purchase decision concerns the selection or decision to purchase. For example, Meliawati et al. (2023) examined social media marketing on TikTok and product quality in relation to purchase intention for Bittersweet by Najla. Although this study is relevant to social media marketing in a food-related SME, its outcome differs from purchase decision. Its

findings should therefore not be treated as direct evidence of the same outcome relationship. In the present study, Purchase Decision is the dependent variable. The conceptualization refers to consumers' consideration of a product, confidence in their choice, and decision to purchase. However, the measurement items should distinguish clearly between intention and decision. If the questionnaire includes purchase intention as an indicator, the operational definition should be justified and applied consistently when interpreting the results.

Theoretical Relationship Between the Variables

Relationship Between Instagram Social Media Marketing and Purchase Decision

The relationship between Instagram Social Media Marketing and Purchase Decision can be explained through the information and evaluation process experienced by consumers. Instagram enables businesses to provide information concerning products, communicate product benefits, present visual representations, and interact directly with potential consumers. Such information may assist consumers in evaluating alternatives before making a purchasing decision. Theoretically, higher-quality content, stronger interaction, and clearer visual communication can provide consumers with more relevant information and increase their confidence in evaluating a product. Therefore, consumers who perceive Instagram marketing activities as informative, attractive, and interactive may be more likely to develop purchase intentions and make purchasing decisions. Previous empirical studies have also reported positive relationships between social media marketing activities and consumer purchasing behavior, although the magnitude of the relationship varies across business and product contexts. Based on this theoretical reasoning, the following hypothesis is proposed:

H1: Instagram Social Media Marketing is positively and significantly associated with Purchase Decisions among consumers of H'Zhazu MSME products.

Relationship Between Product Quality and Purchase Decision

The relationship between Product Quality and Purchase Decision is based on the consumer evaluation process. Before purchasing, consumers assess whether a product can provide the expected benefits and whether its characteristics correspond to their needs. Product performance, appearance, durability, and perceived value can therefore become considerations when consumers compare available alternatives. For food MSMEs such as H'Zhazu, product quality may be particularly relevant because consumers can evaluate the actual characteristics of the product after receiving or consuming it. Consistency between the product information communicated by the business and the quality experienced by consumers can also contribute to consumer confidence. Accordingly, a more favorable perception of

Product Quality is theoretically expected to be associated with stronger Purchase Decisions. Previous empirical studies have generally found that Product Quality is positively related to consumer purchasing behavior. Nevertheless, the relationship may differ according to the product category and consumer characteristics. This study therefore examines the relationship specifically in the context of H'Zhazu's traditional-snack products. Based on this theoretical reasoning, the following hypothesis is proposed:

H2: Product Quality is positively and significantly associated with Purchase Decisions among consumers of H'Zhazu MSME products.

Simultaneous Relationship Between Instagram Social Media Marketing and Product Quality with Purchase Decision

Instagram Social Media Marketing and Product Quality represent two complementary aspects of the consumer evaluation process. Instagram marketing provides consumers with information and communication about a product, while Product Quality represents consumers' evaluation of the characteristics and benefits of the product itself. Consequently, consumers' Purchase Decisions may be associated with both the information received through social media and their perceptions of the product quality. The two variables may also interact conceptually in the consumer decision-making process. Effective Instagram marketing may attract consumers' attention and encourage them to consider a product, but favorable product perceptions are important for supporting consumers' confidence in the purchase. Conversely, good product quality may be less effectively communicated if the business does not present sufficient or convincing information through its digital marketing channels. Thus, examining the two variables simultaneously provides a more comprehensive understanding of the factors statistically associated with Purchase Decisions in an MSME context. Based on this reasoning, the following hypothesis is proposed:

H3: Instagram Social Media Marketing and Product Quality are simultaneously and significantly associated with Purchase Decisions among consumers of H'Zhazu MSME products.

Research Model and Hypotheses Development

The conceptual framework of this study positions Instagram Social Media Marketing (X1) and Product Quality (X2) as independent variables and Purchase Decision (Y) as the dependent variable. The framework is developed based on the theoretical discussion and empirical findings presented in the literature review. Instagram Social Media Marketing represents the way H'Zhazu communicates product information, interacts with consumers, and presents products through Instagram, while Product Quality represents consumers' evaluation of the performance, appearance, and perceived value of H'Zhazu products. Purchase Decision represents consumers' evaluation and decision to purchase H'Zhazu products. The proposed

relationships are based not only on general marketing arguments but also on previous empirical evidence indicating that social media marketing and product quality are relevant to consumer purchasing behavior. However, because the present study uses a cross-sectional design, the proposed relationships are interpreted as statistical associations rather than causal effects.

Relationship Between Instagram Social Media Marketing and Purchase Decision

Instagram Social Media Marketing is expected to be positively associated with Purchase Decision because Instagram provides consumers with product information during the purchasing evaluation process. Content quality can help consumers understand product characteristics and benefits, while interactivity allows consumers to obtain additional information and communicate with the business. Visual communication can also help consumers evaluate the appearance and presentation of a product before making a purchase. Previous empirical studies have reported positive relationships between social media marketing activities and consumer purchasing behavior. (Permatasari and Hidayat., 2023), for example, examined social media marketing in relation to purchasing decisions and reported a significant relationship between the variables. (Pratama and Setianingrum., 2025) similarly examined the role of social media marketing in consumer purchasing behavior in a different business context. These findings provide empirical support for expecting a positive relationship between Instagram Social Media Marketing and Purchase Decision. Nevertheless, differences in products, platforms, and consumer characteristics indicate the importance of examining this relationship specifically among consumers of H'Zhazu traditional-snack products.

Relationship Between Product Quality and Purchase Decision

Product Quality is expected to be positively associated with Purchase Decision because consumers evaluate whether the characteristics and benefits of a product correspond to their expectations before purchasing. Product performance provides information about the product's ability to fulfill its intended function, design and aesthetics influence consumers' perceptions of the product's appearance, and perceived value reflects consumers' assessment of the benefits obtained relative to the costs incurred. Previous empirical research has generally identified Product Quality as an important factor associated with consumer purchasing decisions. The relationship is particularly relevant to food products because consumers may consider the actual characteristics and perceived benefits of the product when evaluating alternatives. However, the strength of this relationship can vary according to product category and consumer characteristics. Therefore, empirical evidence from H'Zhazu

provides an opportunity to examine whether consumers' perceptions of Product Quality are statistically associated with their Purchase Decisions in a traditional-snack MSME context.

Simultaneous Relationship Between Instagram Social Media Marketing and Product Quality with Purchase Decision

Instagram Social Media Marketing and Product Quality represent complementary aspects of consumers' product evaluation process. Instagram Social Media Marketing provides information through content, interaction, and visual communication, whereas Product Quality reflects consumers' evaluation of the actual characteristics and perceived benefits of the product. Consumers may therefore consider both sources of information when making a purchasing decision. The simultaneous relationship is supported conceptually by previous empirical findings that identify social media marketing and product-related attributes as relevant to consumer purchasing behavior. However, previous studies have often examined these variables separately or in different business contexts. Examining Instagram Social Media Marketing and Product Quality simultaneously allows the present study to assess whether the two variables together are significantly associated with Purchase Decision among consumers of a local traditional-snack MSME. The simultaneous model also provides an opportunity to compare the relative statistical contribution of the two predictors. This is relevant because digital promotion may attract consumers' attention and provide product information, while product quality may contribute to consumers' confidence in evaluating the product itself. Thus, considering both variables in one model provides a more comprehensive empirical examination of Purchase Decision in the H'Zhazu context.

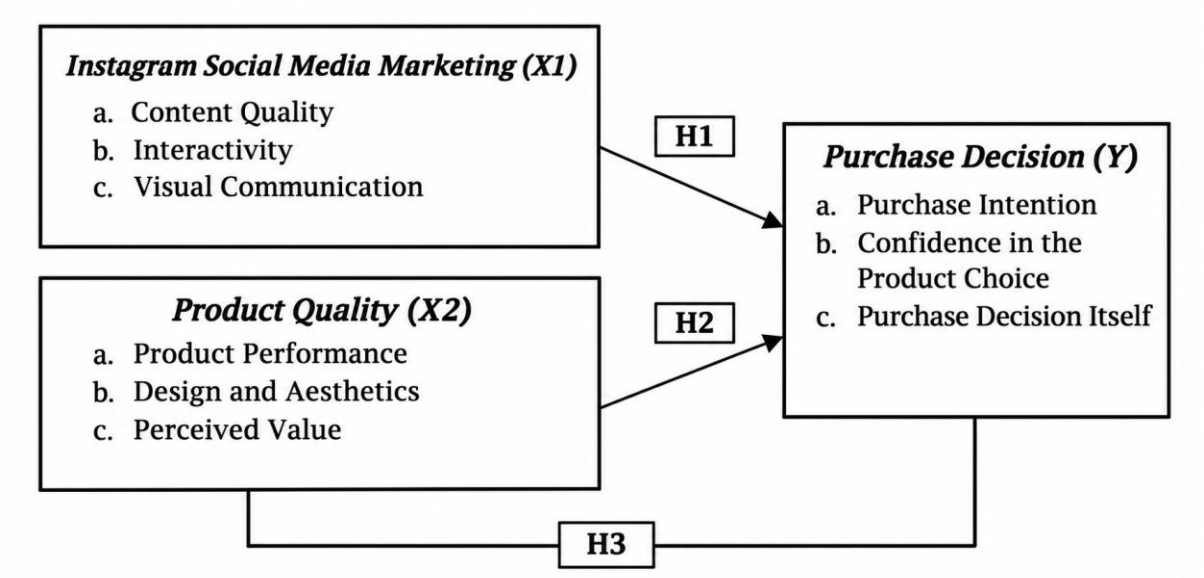


Figure 1 Conceptual Framework

H1: Instagram Social Media Marketing has a positive effect on Purchase Decisions for H'Zhazu MSME products in East Ciputat, South Tangerang.

H2: Product Quality has a positive effect on Purchase Decisions for H'Zhazu MSME products in East Ciputat, South Tangerang.

H3: Instagram Social Media Marketing and Product Quality simultaneously have a positive effect on Purchase Decisions for H'Zhazu MSME products in East Ciputat, South Tangerang.

Research Method

Research Design

This study employed a quantitative, cross-sectional survey design with an associative research approach to examine the relationships between Instagram Social Media Marketing, Product Quality, and Purchase Decision among consumers of H'Zhazu MSME products. A quantitative approach was appropriate because the research involved measuring predefined constructs through structured questionnaire items and evaluating hypotheses using statistical analysis. The associative approach was used to estimate the direction, magnitude, and statistical significance of the relationships between the independent and dependent variables. The cross-sectional design involved collecting data from respondents at a single period rather than following them over time. This design was appropriate for examining the statistical relationships between the variables within the study population. Nevertheless, cross-sectional data cannot establish temporal precedence or rule out alternative explanations; therefore, the findings are interpreted as associations rather than causal effects. The research was conducted at H'Zhazu MSME, a traditional-snack business located on Jalan Gunung Indah V, Cireundeu Village, East Ciputat District, South Tangerang, Banten, Indonesia. The target population comprised 348 consumers recorded by the business in 2025. The study focused on this population because its members had experience with the products and could provide consumer assessments relevant to the research constructs.

Sample and Data Collection

The study used non-probability purposive sampling. Under this approach, respondents are selected according to predefined eligibility criteria relevant to the research objectives. This method was considered appropriate because the study required participants who had sufficient experience with H'Zhazu products to evaluate product quality and purchase decisions and who were familiar with the business's Instagram marketing activities. The

sample size was calculated using the Slovin formula with a margin of error (e) of 10%, as follows formula 1 below.

$$n = \frac{N}{1+N(e)^2} = \frac{348}{1+348(0.1)^2} = \frac{348}{4.48} = 77.68 \approx 78 \; respondents \quad (1)$$

Thus, the study targeted 78 respondents. The Slovin formula was used only as a practical basis for determining the target number of respondents from the identified population; it does not imply that the resulting sample was selected through probability sampling. The final respondents were therefore selected purposively according to the specified eligibility criteria. Eligible respondents were consumers who had purchased H'Zhazu products and were familiar with the products and their promotion through Instagram. The screening criteria were intended to ensure that respondents could meaningfully assess the three study constructs. The sampling procedure did not provide every member of the population with a known, non-zero probability of selection; consequently, the sample should not be described as a probability sample.

Measurement and Instrument

Data were collected through direct observation, a closed-ended questionnaire, and a literature review. The questionnaire used a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Direct observation was conducted to examine the marketing activities and operational conditions of H'Zhazu MSME, particularly its use of Instagram for product promotion. The questionnaire was the main instrument for collecting primary data from consumers who had purchased H'Zhazu MSME products or were familiar with the products and their promotion. The literature review was used to establish the theoretical foundation and identify relevant measurement dimensions from books, journal articles, and previous studies concerning Social Media Marketing, Product Quality, and Purchase Decision. The questionnaire consisted of three constructs: Instagram Social Media Marketing (X1), Product Quality (X2), and Purchase Decision (Y). Each construct consisted of 10 statement items, resulting in 30 questionnaire items in total. Instagram Social Media Marketing (X1) was measured through three indicators: content quality, interactivity, and visual communication. The items assessed the relevance, attractiveness, and informativeness of Instagram content; the interaction between H'Zhazu and consumers through comments, messages, and responses; and the effectiveness of photographs, videos, Reels, and Stories in communicating product information. The measurement framework was based on (Dwivedi et al., 2021) and adapted to the context of H'Zhazu's Instagram marketing activities. Product Quality (X2) was measured through product performance, design and aesthetics, and perceived value. The questionnaire items assessed consumers' perceptions of product characteristics, including taste, ingredient quality, consistency, packaging appearance, visual appeal, and the perceived

benefits of the product relative to its price. The measurement framework was based on Armstrong (2021) and adapted to the characteristics of H'Zhazu's traditional-snack products. Purchase Decision (Y) was measured through purchase intention, confidence in product choice, and actual purchase decision. The items assessed consumers' willingness to purchase, confidence in selecting H'Zhazu products over alternatives, and the realization of the purchase. The measurement framework was based on (Kotler and Keller., 2021) and adapted to the H'Zhazu MSME context. The questionnaire items were developed by adapting the measurement dimensions identified in the relevant theoretical and empirical literature. The adaptation focused on maintaining the meaning of the original constructs while adjusting the wording to the H'Zhazu context. The indicators and questionnaire items were therefore designed to correspond consistently with the operational definitions of the three constructs used in the study.

Instrument Validation

Before hypothesis testing, the questionnaire items were evaluated for validity and reliability. Item validity was assessed using the item-total correlation by comparing the calculated correlation coefficient (*r* calculated) with the critical *r* value of 0.222. An item was considered valid when its calculated correlation exceeded the critical value. Reliability was assessed using Cronbach's Alpha to determine the internal consistency of the items within each construct. A Cronbach's Alpha coefficient of 0.60 was used as the minimum criterion in this study. This threshold was adopted as a relatively permissive criterion for an exploratory study with adapted measurement items. Nevertheless, values closer to or above 0.70 provide stronger evidence of internal consistency and should be reported where available. The study's validity assessment primarily focused on empirical item validity rather than a separate statistical construct-validation procedure such as exploratory factor analysis or confirmatory factor analysis. The questionnaire content was developed from established theoretical frameworks and adapted to the research context. Therefore, the manuscript does not claim that a separate factor-analytic construct-validation procedure was conducted unless such a procedure was actually performed. All statistical analyses were conducted using IBM SPSS Statistics version 29. Following the validity and reliability assessment, the analysis included classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests. Multiple linear regression, correlation analysis, and coefficient of determination (R^2) analysis were then conducted. Hypotheses were evaluated using partial *t*-tests and a simultaneous *F*-test at a significance level of 0.05.

Data Analysis

Data analysis was conducted using IBM SPSS Statistics version 29. The analysis consisted of instrument testing, classical assumption testing, multiple linear regression analysis, coefficient of determination, and hypothesis testing. Instrument validity was assessed using item-total correlation by comparing the calculated correlation coefficient with the critical value of 0.222 at the 5% significance level. Reliability was assessed using Cronbach's Alpha, with a value of 0.60 used as the minimum acceptable criterion for this exploratory/adapted instrument; values of 0.70 or higher indicate stronger internal consistency. Before estimating the regression model, classical assumption tests were conducted, including residual normality, multicollinearity, and heteroscedasticity. Normality was assessed using the Kolmogorov–Smirnov test, multicollinearity using tolerance and Variance Inflation Factor (VIF), and heteroscedasticity using the Glejser test and/or residual scatterplot. The actual results of these tests are reported in the Results section. Multiple linear regression was then used to examine the statistical association of Instagram Social Media Marketing (X1) and Product Quality (X2) with Purchase Decision (Y). The estimated model was specified as formula 2 below.

$$Y = a + b_1X_1 + b_2X_2 + \varepsilon \quad (2)$$

where Y represents Purchase Decision, X1 represents Instagram Social Media Marketing, X2 represents Product Quality, a is the constant, b1 and b2 are the regression coefficients, and e is the error term. The regression model was evaluated using the unstandardized coefficients (B), standardized coefficients (β), standard errors, t-statistics, significance values, and coefficient of determination (R^2). The t-test was used to assess the partial association of each independent variable with Purchase Decision, while the F-test was used to assess the statistical significance of the regression model containing both independent variables simultaneously. Statistical significance was evaluated at $\alpha = 0.05$. Because this study used a cross-sectional design, the regression coefficients and hypothesis tests are interpreted as statistical associations rather than evidence of causal effects. R^2 was interpreted as the proportion of observed variation in Purchase Decision accounted for by Instagram Social Media Marketing and Product Quality within the estimated model.

Result

A total of 78 valid responses from consumers of H'Zhazu MSME in East Ciputat, South Tangerang, were included in the analysis. The study examined Instagram Social Media Marketing (X1), Product Quality (X2), and Purchase Decision (Y). Instagram Social Media Marketing was operationalized through content quality, interactivity, and visual communication. Product Quality was assessed through product performance, design and

aesthetics, and perceived value. Purchase Decision was measured using items relating to purchase intention, confidence in product choice, and the reported purchase decision. Instagram Social Media Marketing was measured through content quality, interactivity, and visual communication; Product Quality through product performance, design and aesthetics, and perceived value; and Purchase Decision through purchase intention, confidence in product choice, and purchase decision itself. The descriptive analysis focused on three main variables: Instagram Social Media Marketing, Product Quality, and Purchase Decision. Instagram Social Media Marketing was assessed through content quality, interactivity, and visual communication. Product Quality was evaluated based on product performance, design and aesthetics, and perceived value. Meanwhile, Purchase Decision was measured through purchase intention, confidence in product choice, and the final purchase decision. Before testing the proposed hypotheses, the research instruments were examined using validity and reliability tests. The validity test was conducted by comparing the calculated correlation coefficient (*r*-value) with the *r*-table value of 0.222. The reliability of the instruments was assessed using Cronbach's Alpha, with a threshold value of 0.60. The results indicated that the research instruments were suitable for further statistical analysis. Furthermore, the data were analyzed using multiple linear regression to determine the individual and joint effects of Instagram Social Media Marketing and Product Quality on Purchase Decisions. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were also conducted to ensure that the regression model met the required statistical assumptions. Hypothesis testing was performed using the *t*-test to examine the partial effects of each independent variable and the *F*-test to assess their simultaneous effects. The coefficient of correlation and coefficient of determination were also analyzed to determine the strength of the relationship between the independent variables and Purchase Decision, as well as the proportion of variance in Purchase Decision explained by Instagram Social Media Marketing and Product Quality. The measurement model was then evaluated to assess reliability and validity. All statement items across the three variables were declared valid because the calculated correlation coefficients (*r* count) ranged from 0.484 to 0.782, which were greater than the *r* table value of 0.222. The reliability test results also showed that all variables had Cronbach's Alpha values exceeding the threshold of 0.60; therefore, the research instruments were declared reliable. The Instagram Social Media Marketing (X1) variable obtained a Cronbach's Alpha value of 0.846, indicating that the 10 statement items used to measure this variable have very good internal consistency. This value falls into the high reliability category, indicating that respondents understood and interpreted each statement item consistently, thus making this instrument reliable for measuring consumer perceptions of the social media marketing activities carried out by H'Zhazu MSME through the Instagram platform. The Product Quality (X2) variable recorded a Cronbach's Alpha value of 0.866, which is the second

highest value among the three variables. This value indicates that all statement items measuring product quality, which include indicators of product performance, design and aesthetics, and perceived value, have a very high level of consistency. This confirms that the product quality measurement instrument developed in this study is capable of capturing consumer perceptions accurately and consistently, thus can be used to analyze the relationship between product quality and purchase decisions for H'Zhazu MSME's Keciput Wijen products. The Purchase Decision (Y) variable obtained the highest Cronbach's Alpha value among the three variables, namely 0.886. This value indicates a very strong level of reliability, indicating that the 10 statement items measuring purchase intention, confidence in product choice, and actual purchase decision have exceptionally good internal consistency. The high reliability value of this variable provides confidence that the instrument used is capable of measuring the purchase decision construct accurately and can be relied upon to test research hypotheses regarding the factors that influence consumers in making decisions to purchase H'Zhazu MSME products.

Table 1 Reliability Test Results

Variable	Cronbach's Alpha	Standard	Information
Social Media Marketing Instagram (X1)	0,846	0,60	Reliable
Product Quality (X2)	0,866	0,60	Reliable
Purchase Decision (Y)	0,886	0,60	Reliable

The measurement model was then evaluated to assess Multiple Linear Regression Analysis Results. The multiple linear regression analysis produced the equation Y = -2.605 + 0.512 (X1) + 0.541 (X2). The coefficient for Social Media Marketing Instagram was 0.512, meaning that an increase of one unit in X1 is associated with an increase of 0.512 in Purchase Decisions when Product Quality is held constant. The coefficient for Product Quality was 0.541, meaning that an increase of one unit in X2 is associated with an increase of 0.541 in Purchase Decisions when Social Media Marketing Instagram is held constant. Based on standardized beta values, Product Quality (0.465) was slightly more dominant than Social Media Marketing Instagram (0.437).

Table 2 Multiple Linear Regression Analysis Results

Variable	B	Std. Error	Beta	t	Sig.
Konstanta	-2,605	2,940	-	-0,886	0,378
Social Media Marketing Instagram (X1)	0,512	0,125	0,437	4,103	0,000
Product Quality (X2)	0,541	0,124	0,465	4,371	0,000

The measurement model was then evaluated to assess Coefficient of Determination test results. The results of the coefficient of determination test showed an R value of 0.864, an R Square value of 0.747, and an Adjusted R Square value of 0.740. The R Square value of 0.747 indicates that Instagram Social Media Marketing and Product Quality simultaneously explain 74.7% of the variation in Purchase Decisions, while the remaining 25.3% is explained by other factors outside the research model, such as price, brand image, and word of mouth.

Table 3 Coefficient of Determination test results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.864[a]	.747	.740	3.113	2.217

Predictors: (Constant), Total X2, Total X1, Dependent Variable: Total Y

The measurement model was then evaluated to assess Hypothesis Testing Results Partial hypothesis testing using the *t*-test was conducted with a *t*-table value of 1.992 (df = 76; α = 0.05, two-tailed). Meanwhile, simultaneous hypothesis testing using the *F*-test employed an *F*-table value of 3.12. The results showed that all three research hypotheses (H1, H2, and H3) were accepted, as all calculated test values exceeded their respective critical values and had significance levels below 0.05. These findings demonstrate that Instagram Social Media Marketing and Product Quality each have a positive and significant effect on Purchase Decisions for H'Zhazu MSME products. Furthermore, Instagram Social Media Marketing and Product Quality simultaneously have a positive and significant effect on Purchase Decisions. Therefore, the results confirm that both effective social media marketing activities on Instagram and high product quality play important roles in influencing consumers' decisions to purchase H'Zhazu products.

Table 4 Summary of Hypothesis Testing Results

Hypothesis	Test value	Table value	Sig.	Information
H1: SMM Instagram (X1) → Purchase Decision (Y)	t = 12,784	t = 1,992	0,001	Accepted
H2: Product Quality (X2) → Purchase Decision (Y)	t = 13,014	t = 1,992	0,001	Accepted
H3: X1 dan X2 → Purchase Decision (Y) (simultan)	F = 110,734	F = 3,12	0,001	Accepted

The results of the partial hypothesis testing confirmed that H1 was accepted. Instagram Social Media Marketing had a positive and significant effect on Purchase Decisions for H'Zhazu MSME products. The calculated *t*-value exceeded the critical *t*-table value of 1.992, with a significance level below 0.05. This finding indicates that consumers' perceptions of H'Zhazu's

Instagram marketing activities contribute significantly to their purchasing decisions. In particular, the quality of content, the level of interactivity, and visual communication on Instagram play an important role in attracting consumer attention and encouraging consumers to consider and ultimately purchase H'Zhazu products. The results also confirmed that H2 was accepted. Product Quality had a positive and significant effect on Purchase Decisions for H'Zhazu MSME products. The calculated *t*-value exceeded the *t*-table value of 1.992, and the significance value was below 0.05. This result demonstrates that consumers consider product quality to be an important factor when making purchasing decisions. The quality of H'Zhazu products, as reflected in product performance, design and aesthetics, and perceived value, positively influences consumers' confidence in selecting and purchasing the products. Furthermore, simultaneous hypothesis testing was conducted using the *F*-test to examine the combined effect of Instagram Social Media Marketing and Product Quality on Purchase Decisions. The *F*-table value used in this study was 3.12 at a significance level of 0.05. The results showed that the calculated *F*-value exceeded the *F*-table value, with a significance level below 0.05. Therefore, H3 was accepted, indicating that Instagram Social Media Marketing and Product Quality simultaneously have a positive and significant effect on Purchase Decisions. The acceptance of H3 demonstrates that consumers' purchasing decisions cannot be explained by only one factor. Instead, effective Instagram marketing and good product quality work together in influencing consumer behavior. Instagram Social Media Marketing may initially attract consumers' attention, provide product information, and generate interest, whereas Product Quality can strengthen consumers' confidence and encourage them to complete the purchasing process. Thus, both variables complement each other in influencing Purchase Decisions.

Discussion

Instagram Social Media Marketing and Purchase Decision

The findings indicate a positive and statistically significant association between Instagram Social Media Marketing and Purchase Decision among H'Zhazu consumers. This finding suggests that Instagram can function not only as a promotional channel but also as an information and interaction platform that supports consumers during the purchasing process. In the context of H'Zhazu, the three dimensions of Instagram Social Media Marketing—content quality, interactivity, and visual communication—provide different forms of information that may help consumers evaluate the product before purchasing. The finding can be understood from the role of Instagram as a visual and interactive communication medium. Informative and relevant content can reduce consumers' uncertainty by providing information about product characteristics, benefits, packaging, and availability. Interactivity can provide

opportunities for consumers to ask questions and receive responses from the business, while visual communication can make product attributes more easily recognizable. Thus, the association between Instagram Social Media Marketing and Purchase Decision may reflect the ability of social media content to support the consumer information-search and evaluation stages. This finding is consistent with previous studies cited in this research, which reported a significant relationship between social media marketing activities and consumer purchasing behavior. (Permatasari and Hidayat., 2023), for example, found that social media marketing was significantly related to purchasing decisions, while (Pratama and Setianingrum., 2025) reported a significant relationship involving Instagram-based marketing and consumer purchasing behavior. The present study extends these findings to a local traditional-snack MSME context, where Instagram is used to communicate product information and maintain interaction with consumers. However, the finding should not be interpreted as evidence that Instagram marketing alone determines consumers' purchasing decisions. Consumers may respond differently to social media content depending on their previous experience with the product, perceived quality, price, trust, and other personal or situational factors. Therefore, effective Instagram marketing should be viewed as one component of the broader consumer decision-making process rather than as an independent determinant.

Product Quality and Purchase Decision

Product Quality also showed a positive and statistically significant association with Purchase Decision. This finding indicates that consumers' evaluations of product performance, design and aesthetics, and perceived value are relevant to their purchasing decisions. For a traditional food MSME such as H'Zhazu, this relationship is particularly meaningful because consumers can evaluate the product through tangible and experiential attributes, including taste, product consistency, packaging, appearance, and the perceived value obtained relative to the price. The finding is consistent with the general empirical evidence discussed in the literature review, which identifies product quality as an important consideration in consumer purchasing decisions. Product quality may reduce consumers' perceived risk because consumers are more likely to feel confident when the expected characteristics of a product are consistent with their previous experience or available product information. In the H'Zhazu context, maintaining consistent product performance and attractive design may therefore strengthen consumers' confidence when evaluating whether to purchase the product. Nevertheless, product quality should not be understood only in terms of physical product characteristics. The perceived value dimension indicates that consumers also evaluate whether the benefits and experience obtained from H'Zhazu products are appropriate relative to the price they pay. Consequently,

improvements in quality are more likely to be meaningful for purchasing decisions when consumers can recognize those improvements and perceive them as valuable.

Relative Contribution of Instagram Social Media Marketing and Product Quality

An important finding of this study is that Product Quality has a slightly higher standardized coefficient (β = 0.465) than Instagram Social Media Marketing (β = 0.437). The difference is relatively small, indicating that both variables have important statistical associations with Purchase Decision within the estimated model. However, the result suggests that Product Quality may have a somewhat stronger relative association with consumers' purchasing decisions than Instagram Social Media Marketing. This finding is theoretically meaningful in the context of a traditional-snack MSME. Instagram can attract attention, communicate information, and facilitate consumer interaction, but the actual product experience remains an important basis for consumer evaluation. Social media may encourage consumers to consider or explore a product, whereas product quality can reinforce consumers' confidence in the value of completing a purchase. Therefore, digital promotion and product quality can be viewed as complementary rather than competing factors. The slightly higher coefficient for Product Quality also provides a useful managerial implication. H'Zhazu may benefit from treating Instagram activity and product improvement as interconnected strategies. Increasing the frequency or attractiveness of Instagram content without maintaining product performance may not generate the same level of consumer confidence. Conversely, a high-quality product may have limited visibility if its characteristics and value are not communicated effectively through digital channels. The difference between the two coefficients should, however, be interpreted cautiously. A higher standardized coefficient does not mean that Product Quality is universally more important than Instagram Social Media Marketing. It only indicates that Product Quality had a slightly stronger standardized association with Purchase Decision within this particular sample and regression model. The difference may also be influenced by the characteristics of H'Zhazu consumers, the local MSME context, and the measurement instruments used in the study.

Simultaneous Association of Instagram Social Media Marketing and Product Quality with Purchase Decision

The significant overall regression model indicates that Instagram Social Media Marketing and Product Quality are jointly associated with Purchase Decision. The model explains 74.7% of the observed variation in Purchase Decision, suggesting that the combination of digital marketing activities and product-related evaluations provides substantial explanatory

information within this sample. This result supports the view that consumers' purchasing decisions may involve both external information and internal product evaluation. Instagram provides consumers with information and communication opportunities, while Product Quality provides the substantive characteristics that consumers evaluate when considering the product. In this sense, the two variables represent complementary aspects of the consumer decision process. The relatively high explanatory power of the model should nevertheless be interpreted carefully. The remaining 25.3% indicates that other variables not included in this study may also be associated with Purchase Decision. These may include price, brand trust, consumer experience, word-of-mouth communication, accessibility, promotions, or other consumer characteristics. In addition, because the study uses a cross-sectional design, the results describe statistical associations observed at a particular point in time and do not establish causal relationships. Overall, the findings suggest that H'Zhazu's purchasing environment is shaped by the interaction between how the product is communicated and how the product itself is evaluated by consumers. The findings therefore reinforce the importance of balancing digital communication with consistent product quality rather than relying exclusively on Instagram promotion or product attributes alone.

Conclusions

This study examined the relationships between Instagram Social Media Marketing, Product Quality, and Purchase Decision among consumers of H'Zhazu, a traditional-snack MSME in East Ciputat, South Tangerang. The results indicate that both Instagram Social Media Marketing and Product Quality have positive and statistically significant associations with Purchase Decision. The regression model explains 74.7% of the variation in Purchase Decision. Product Quality $\beta_2 = 0.465$ demonstrates a slightly stronger relative association than Instagram Social Media Marketing $\beta_1 = 0.437$. These findings highlight the importance of maintaining product quality while strengthening digital marketing activities to support consumer purchasing decisions. This study provides context-specific empirical evidence regarding purchasing decisions in traditional-food MSMEs. However, the findings are limited by the sample of 78 respondents, purposive sampling, and cross-sectional research design; therefore, causal interpretations and broad generalizations should be avoided. Future research should involve larger samples, multiple MSMEs, and additional variables, such as price, brand image, consumer trust, and electronic word of mouth, to develop a more comprehensive understanding of consumer purchasing decisions.

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