

**PENGARUH *SOCIAL MEDIA MARKETING* DI INSTAGRAM  
TERHADAP KEPUTUSAN PEMBELIAN PRODUK FASHION THRIFT  
(Studi pada *Followers* Akun Instragram @Sechondshop.co)**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing* di Instagram terhadap keputusan pembelian produk fashion thrift pada *followers* akun @Sechondshop.co. Penelitian menggunakan pendekatan kuantitatif dengan metode eksplanatori. Populasi penelitian adalah *followers* aktif akun @Sechondshop.co, dengan teknik pengambilan sampel non-probability sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier sederhana. Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, yang dibuktikan melalui uji t dengan nilai t hitung lebih besar dari t tabel. Nilai koefisien determinasi ( $R^2$ ) sebesar 0,755 menunjukkan bahwa *social media marketing* memengaruhi keputusan pembelian sebesar 75,5%, sementara sisanya dipengaruhi oleh faktor lain di luar penelitian. Temuan ini menegaskan bahwa *social media marketing* melalui Instagram berperan penting dalam mendorong keputusan pembelian produk fashion thrift pada *followers* akun @Sechondshop.co.

**Kata Kunci:** *Social Media Marketing* dan Keputusan Pembelian

***THE INFLUENCE OF SOCIAL MEDIA MARKETING ON INSTAGRAM ON  
THRIFT FASHION PRODUCT PURCHASE DECISIONS (A Study of  
Followers of the Instagram Account @Sechondshop.co)***

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***ABSTRACT***

*This study aims to analyze the influence of social media marketing on Instagram on thrift fashion product purchasing decisions among followers of the account @Sechondshop.co. The study used a quantitative approach with an explanatory method. The study population was active followers of the account @Sechondshop.co, using a non-probability sampling technique. Data were collected through a questionnaire and analyzed using simple linear regression. The results of the study indicate that social media marketing has a positive and significant influence on purchasing decisions, as evidenced by a t-test with a calculated t-value greater than the t-table. The coefficient of determination ( $R^2$ ) of 0.755 indicates that social media marketing influences purchasing decisions by 75.5%, while the remainder is influenced by other factors outside the study. This finding confirms that social media marketing through Instagram plays a significant role in driving purchasing decisions for thrift fashion products among followers of the @Sechondshop.co account.*

***Keywords:*** Social Media Marketing and Purchasing Decisions