

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Content Creation* secara parsial terhadap keputusan pembelian di media sosial Instagram pada Toko Avib Collection Kota Jambi, mengetahui dan menganalisis pengaruh *Content Sharing* secara parsial terhadap keputusan pembelian di media sosial Instagram pada Toko Avib Collection Kota Jambi, mengetahui dan menganalisis pengaruh *Connecting* secara parsial terhadap keputusan pembelian di media sosial Instagram pada Toko Avib Collection Kota Jambi, mengetahui dan menganalisis pengaruh *Community Building* secara parsial terhadap keputusan pembelian di media sosial Instagram pada Toko Avib Collection Kota Jambi dan mengetahui dan menganalisis pengaruh *Content Creation*, *Content Sharing*, *Connecting* dan *Community Building* secara simultan terhadap keputusan pembelian di media sosial Instagram pada Toko Avib Collection Kota Jambi. Populasi dalam penelitian ini adalah Followers Instagram avib tahun 2022 yaitu sebanyak 40.000 Orang. Dalam penelitian ini sampel ditentukan menggunakan rumus Yamane dengan presisi sebesar 10%, sehingga diperoleh sampelnya (n) sebanyak 100. Hasil penelitian ini menyatakan *Content Creation* berpengaruh terhadap keputusan pembelian, *Content Sharing* berpengaruh terhadap keputusan pembelian, *Connecting* berpengaruh terhadap keputusan, *Community Building* berpengaruh terhadap keputusan pembelian. Secara simultan *Content Creation*, *Content Sharing*, *Connecting* dan *Community Building* berpengaruh terhadap keputusan pembelian pada Toko Avib Collection Kota Jambi.

Kata Kunci: *Content Creation*, *Content Sharing*, *Connecting*, *Community Building* Dan Keputusan Pembelian

ABSTRACT

This study aims to find out and analyze the influence of Content Creation partially on purchasing decisions on Instagram social media on the Avib Collection Store in Jambi City, knowing and analyzing the influence of Content Sharing partially on purchasing decisions on Instagram social media on the Avib Collection Store in Jambi City, knowing and analyzing the influence of Connecting partially on purchasing decisions on Instagram social media on the Avib Collection Store Jambi City, knowing and analyzing the influence of Community Building partially on purchasing decisions on Instagram social media on the Jambi City Avib Collection Store and knowing and analyzing the influence of Content Creation, Content Sharing, Connecting and Community Building simultaneously on purchasing decisions on Instagram social media on the Jambi City Avib Collection Store. The population in this study is avib Instagram Followers in 2022, which is 40,000 people. In this study the sample was determined using the Yamane formula with a precision of 10%, so that a sample of (n) of 100 was obtained. The results of this study state that Content Creation affects purchasing decisions, Content Sharing affects purchasing decisions, Connecting affects purchasing decisions, Community Building affects purchasing decisions. Simultaneously content craeation, content sharing. connection and community building influence the purchasing decision at the Jambi City Avib Collection Store.

Key words: Content Creation, Content Sharing, Conneting, Community Building And The Purchasing Decision