ENCHANCING CUSTOMER PURCHASE DECISION THROUGH BRAND IMAGE, TRUST AND INSTAGRAM DIGITAL MARKETING : A CASE STUDY OF PT. DHARMAJAYA KIMIA PRATAMA

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Abstract

PT. Dharmajaya Kimia Pratama experienced a decline in customer purchase decisions which resulted in decreased sales data caused by brand image, trust, and instagram digital marketing. The Objective Research that will be used can be describe to analyze whether the brand image, trust, and instagram digital marketing have partial and simultaneous effect toward customer purchase decision at PT. Dharmajaya Kimia Pratama.

Brand image, trust, and instagram digital marketing play an important role in increasing customer purchase decisions and sales.

In this research, the writer used quantitative, descriptive, causal research design. The sampling technique used was convenient sampling. The sample size was 140 customers at PT. Dharmajaya Kimia Pratama. The data analysis technique uses multiple linear regression analysis with the SPSS program.

The results of hypothesis test showed that brand image, trust, and instagram digital marketing have partial and simultaneous effect toward customer purchase decision at PT. Dharmajaya Kimia Pratama and adjusted R square value of 52.1%.

Recommendations for PT. Dharmajaya Kimia Pratama need to be more active in utilizing Instagram as a promotional media and introducing products, organize uploading content regularly and consistent in the use of raw materials in accordance with the composition.

Keywords: Brand Image, Trust, Instagram Digital Marketing, Customer Purchase Decision

Abstrak

PT. Dharmajaya Kimia Pratama mengalami penurunan keputusan pembelian pelanggan yang berakibat pada menurunnya data penjualan yang disebabkan oleh citra merek, kepercayaan, dan pemasaran digital instagram. Tujuan penelitian yang akan digunakan dapat dideskripsikan untuk menganalisis apakah citra merek, kepercayaan, dan pemasaran digital instagram berpengaruh secara parsial dan simultan terhadap keputusan pembelian pelanggan pada PT. Dharmajaya Kimia Pratama.

Citra merek, kepercayaan, dan pemasaran digital instagram berperan penting dalam meningkatkan keputusan pembelian pelanggan dan penjualan.

Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif, deskriptif, dan kausal. Teknik pengambilan sampel yang digunakan adalah convenient sampling. Jumlah sampel sebanyak 140

pelanggan di PT. Dharmajaya Kimia Pratama. Teknik analisis data menggunakan analisis regresi linier berganda dengan program SPSS.

Hasil uji hipotesis menunjukkan bahwa citra merek, kepercayaan, dan pemasaran digital instagram berpengaruh secara parsial dan simultan terhadap keputusan pembelian pelanggan di PT. Dharmajaya Kimia Pratama dan nilai adjusted R square sebesar 52,1%.

Rekomendasi untuk PT. Dharmajaya Kimia Pratama perlu lebih aktif dalam memanfaatkan instagram sebagai media promosi dan memperkenalkan produk, mengatur pengunggahan konten secara teratur dan konsisten dalam penggunaan bahan baku yang sesuai dengan komposisi.

Kata kunci: Citra Merek, Kepercayaan, Pemasaran Digital Instagram, Keputusan Pembelian Pelanggan

PENDAHULUAN (INTRODUCTION)

Indonesia ranks first as the largest paint and coating market in Southeast Asia with a population of 268 million and a high urbanization rate (57%). The growth rate of Indonesia's paint and coating industry reached 6% every year for the past five years respectively. The paint and coating industry in Indonesia involves six small-scale multinational, four domestic, and large-scale domestic producers, with the largest demand from the architecture sector. Domestic producers are associated with 71% of the total market in Indonesia. Programs from the government, such as the development of 10 million new homes for lower-middle-income people also drive demand for paints and coatings (BPPI, 2023).

Paint is usually dissolved with thinner, to make it easy to use Thinner is a solution that contains several solvents, gloss enhancers and volume enhancers that can also function as vaporizers so that the paint dries quickly. The selection of thinner quality is no less important because sometimes the comparison listed on the package does not match the desired result and some thinners do not have the solvent needed to dissolve from the paint composition. Due to the development of insutri thinner so that many brands appear. Domestic paint production, with about 150 companies, annually produces 1,500,000 MT, with domestic demand of 100,000 MT per year, covering 80% of the market domestic. But the raw materials of paints and coatings are highly dependent on imports. Recently, the paint industry also received incentives from the government of Indonesia in the form of tax coverage (BMDP/government-borne import duty) worth Rp10 billion (USD 709,995) to import paint manufacturing raw materials listed in 63 commodities (BPPI, 2023).

According to Nugroho (2021), A brand image plays an essential role in impacting consumers purchasing behavior. A brand image is a consumer's perception of a brand, which is built from interactions with the brand, how it conducts itself, and what others say about it. Marketers can influence a brand's image through marketing strategies, which can help to increase sales and market share. A strong brand image can establish trust and foster consumer loyalty for a company. When a brand consistently fulfils its promises, people will develop trust in the brand. This can enhance customer retention and the frequency of consumer returns.

According to Sentosa et al. (2023), Trust is the foundation for building customer loyalty driving purchase decision. A strong reputation for reliability can draw prospects, collaborations, and favourable engagements. Gaining the trust of people is crucial for establishing successful personal, social, and professional relationships. Customer trust is the confidence a consumer has in a company or brand and is a key part of the relationship between a business and its customers. It's built over time through positive experiences that demonstrate reliability, transparency, and a commitment to fulfilling promises.

Digital marketing has emerged as a powerful tool in shaping customer purchase decisions. Instagram Digital Marketing is a method whereby companies formulate, convey, and provide online marketing propositions via social media platforms to establish and sustain stakeholder relationships, thereby enhancing stakeholder value through interaction facilitation, information sharing, and purchase recommendations regarding trending products (Alamsyah & Fikri, 2024).

Companies must analyse consumer behaviour prior to making buying decisions to enhance sales. The purchase decision is the action taken by consumers regarding whether to buy a product or not. Indicators of the purchasing decision process include the intent to acquire a product, the evaluation of information leading to brand selection, product reliability, the provision of recommendations to others, and the occurrence of repeat purchases. The buy decision is a process in which customers identify a problem, seek information regarding a specific product or brand, then assess the efficacy of each alternative in addressing the problem, eventually resulting in the purchase decision (Dwidevi et al., 2021).

STUDI LITERATUR DAN PENGEMBANGAN HIPOTESIS (LITERATURE STUDY AND HYPOTHESIS DEVELOPMENT)

STUDI LITERATUR

Brand image

The brand image is the customer's view of a brand derived from their interactions. It can develop over time and does not necessary require a client to make a purchase or utilise a product or service. (Angeline et al., 2023). According to Dewi & Elwisam (2024), Brand image refers to the perception people hold of a brand, shaped by their interactions and the brand's marketing efforts. Brand image refers to a consumer's perception of a firm and its products and services. It manifests within the consumer's cognition, shaped by their experiences, interactions, and perceptions of the company's mission and values. A robust brand image fosters brand awareness and promotes the development of a loyal customer base, which can yield sustained revenues for a company over time. (Agustin et al., 2024).

According to the mentioned experts, a brand image represents the brand's products, services, and reputation within its industry. Recognising the components of brand image and its significance to a corporation can facilitate the transformation of a firm into a customer-centric, professional entity.

Trust

Customer trust is the faith a consumer has in a company. It shows confidence in a company's commitment to delivering on its promises and doing what's right for the customer (Fadhilah & Damarwulan, 2024). Customer trust is the confidence a customer has in a company, product, or service to fulfill its promises and do what's right for the customer. It's a key factor in building long- term relationships, encouraging customer loyalty, and supporting a brand's reputation (Liusito & Tulung, 2020). Customer trust refers to the security, credibility, and peace of mind that a company conveys to the customer. This trust is achieved mainly through a brand's commitment to fulfill its promises and act responsibly, legally, and consistently with the customer (Halim & Tyra, 2021).

Customer trust means the faith or belief that customers have in a brand, product, or service. It happens when they are sure that a company will always meet their needs, provide good quality, and be honest. It's built over time through consistent positive experiences, reliability, transparency, and ethical behavior demonstrated by the business.

Instagram Digital Marketing

Digital marketing refers to the use of digital technologies, channels, and platforms to promote products, services, or brands to target audiences through various online and electronic mediums (Dwivedi et al., 2021). This definition highlights the broad scope of digital marketing activities, including but not limited to social media marketing, search engine optimization, email marketing, and content marketing.

Instagram digital marketing is the use of Instagram to promote a business or brand, with the goal of growing followers, generating brand awareness, and increasing sales (Setiawan et al., 2023). Instagram marketing is a technique that utilises Instagram and its functionalities to cultivate a community and promote a brand. Brands utilising Instagram for marketing must produce engaging content for the platform. They must have a comprehensive strategy for the content and innovatively interact with their target audience to achieve success (Dewi & Darma, 2022).

Instagram marketing commences with the articulation of your objectives and identification of your target demographic. Define your objectives for Instagram (such as brand exposure or sales) and ascertain your target audience (possible customers). For enterprises unfamiliar with Instagram marketing, it is essential to transition to a business profile, create an engaging bio featuring a call to action and link, and design an attention-grabbing profile photo. An effective marketing plan encompasses the production of high-quality content, consistent publication, follower growth, and the monitoring of results to refine the strategy as needed.

Customer Purchase Decision

Customer purchase decision, based on empirical evidence rather than subjective perception, refers to the complex process by which consumers evaluate, select, and ultimately choose to buy a product or service. This decision-making process involves multiple stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Armstrong, 2021). Recent research has emphasized the role of various factors in shaping these decisions, such as cognitive biases, emotional influences, and social context (Vidianto & Soebiantoro, 2022). Additionally, the digital age has introduced new dimensions to the purchase decision process, with online reviews, social media influence, and personalized marketing playing increasingly significant roles in consumer choices (Kumar et al., 2020). According to Santoso & Anas (2021), Purchasing decisions are defined as what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it. Decision making is a form of psychological construction, which means that although the decision cannot be seen, it can be inferred from observable behavior that a decision has been made so that it can be concluded that a psychological "decision-making" event has occurred. linking a meaningful commitment to action based on an observable action, assuming that people have made a commitment to take that action.

From the definition above it can be concluded that the Purchasing decision is the consumer's understanding of the wants and needs of a product by assessing from existing sources by setting purchase goals and identifying alternatives so that the decision maker to buy is accompanied by behavior after making a purchase.

PENGEMBANGAN HIPOTESIS

Pengaruh *Brand Image* Terhadap *Customer Purchase Decision*

According to Nugroho (2021), A brand image plays an essential role in impacting consumers purchasing behavior. Marketers can influence a brand's image through marketing strategies, which can help to increase sales and market share. A strong brand image can create credibility and customer loyalty for company.

Pengaruh *Trust* Terhadap *Customer Purchase Decision*

According to Nugroho (2021), Trust is the foundation for building customer loyalty driving purchase decision. A strong reputation for trustworthiness can attract opportunities, partnerships, and positive interactions.

Pengaruh *Instagram Digital Marketing* Terhadap *Customer Purchase Decision*

As Dwivedi et al. (2021) Digital marketing has emerged as a powerful tool in shaping customer purchase decisions. Instagram Digital Marketing is a process by which companies create, communicate, and deliver online marketing offers through social media platforms to build and maintain stakeholder relationship.

METODE PENELITIAN (RESEARCH METHOD)

Rancangan Penelitian

Research design is a comprehensive plan that outlines the methods and procedures for collecting and analyzing data in a research study, providing a framework for addressing research questions and testing hypotheses (Bloomfield & Fisher, 2019). In the context of brand image, trust, digital marketing, and customer purchase decisions, a research design would outline how to investigate the effects of these factors on consumer behavior. Quantitative research, a systematic approach involving the collection and analysis of numerical data to examine relationships between variables, employs statistical techniques to test hypotheses and draw conclusions (Apuke, 2022). For studying the impact of brand image, trust, and digital marketing on purchase decisions, a quantitative method could involve surveying customers and using statistical analyses to measure these relationships.

Descriptive analysis, which summarizes and describes the main characteristics of a dataset, provides an overview of the data's central tendencies, distributions, and patterns (Apuke, 2022). In this research context, it could involve calculating means, standard deviations, and frequencies of variables related to brand image, trust, digital marketing, and purchase decisions. Causal analysis, on the other hand, aims to identify cause-and-effect relationships between variables, determining whether changes in one variable lead to changes in another (Granger, 2020). For the given topic, causal analysis could examine whether improvements in brand image, increased trust, or enhanced digital marketing efforts cause an increase in customer purchase decisions. To investigate these effects, a quantitative research design could be employed, involving the development of a survey to measure customers' perceptions, using descriptive analysis to summarize the collected data, and employing causal analysis techniques such as multiple regression or structural equation modeling to determine the impact of brand image, trust, and digital marketing on purchase decisions. This approach would provide valuable insights into how these factors influence customer purchase decisions in the digital age.

Ruang Lingkup atau Objek Penelitian, Tempat

Population refers to the total number of individuals of a particular species or group living in a specific area or environment at a given time. In human contexts, it typically denotes the number of people inhabiting a geographic region, such as a city, country, or the entire world (Apuke, 2022). More comprehensively, population can be defined as "the whole number of people or inhabitants in a country or region" and in biology, it refers to "all the individuals of one species in a defined area" (Apuke, 2022). It's important to note that population is a dynamic concept, constantly changing due to factors such as births, deaths, and migration. Population studies often involve analyzing these demographic processes to understand population growth, decline, or stability over time (Apuke, 2022). In this research, the population is unknown due to nature of business.

Teknik Pengumpulan Data

Data collection methods refer to the systematic approaches and techniques used by researchers to gather information for analysis and interpretation in various fields of study. These methods are essential components of the research process, enabling investigators to obtain relevant data to answer research questions or test hypotheses. Data collection methods can be broadly categorized into quantitative and qualitative approaches, each serving different purposes and yielding distinct types of data (Mohajan, 2020).

Quantitative methods typically involve numerical data and statistical analysis, while qualitative methods focus on narrative, descriptive information. Common data collection methods include surveys, interviews, observations, experiments, focus groups, and document analysis. The choice of method depends on factors such as the research objectives, target population, available resources, and ethical considerations. Advancements in technology have also introduced new data collection techniques, such as online surveys, mobile data collection apps, and social media analytics, expanding the possibilities for researchers to gather information efficiently and from diverse sources (Debois, 2023). Regardless of the specific method chosen, ensuring data quality, reliability, and validity remains paramount in the data collection process to support credible research outcomes and evidence-based decision-making:

a.   Primary Data
Primary data collection methods refer to techniques used by researchers to gather original, firsthand information directly from sources for a specific research purpose. These methods involve collecting new data that has not been previously gathered or published, allowing researchers to tailor their data collection to address specific research questions or objectives (Bhat, 2023):
1)   Questionnaire
Research instrument that consists of a set of questions (or other types of prompts) for the purpose of gathering information from respondents through survey or statistical study. A research questionnaire is typically a mix of close-ended questions and open-ended questions.
2)   Interview
Interviews help in gathering a wide range of information about the applicants' attitude, feelings and motivations, which in turn help in the decision-making process to hire the right candidates.
a.   Secondary Data
Secondary data collection methods involve the use of existing data that has been previously collected, compiled, and published by other researchers or organizations for purposes other than the current research project. This approach offers researchers access to a wealth of information without the need to conduct original data collection, often saving time and resources. Secondary data can come from various sources, including government publications, academic journals, industry reports, public records, and databases. While secondary data can provide valuable insights and historical context, researchers must

carefully evaluate its relevance, reliability, and potential biases in relation to their specific research questions (Johnston, 2022).

Definisi Operasional Variabel Penelitian

An operational definition is a clear, concise description of a concept or variable that specifies how it is measured or observed in a particular study or context. It provides concrete, measurable terms that allow researchers to consistently identify and quantify the phenomenon being studied. According to (Ary et al. ,2019), operational definitions translate abstract concepts into concrete, observable, and measurable terms. This process is crucial in scientific research as it ensures that variables can be reliably measured and replicated across different studies. Operational definitions help to reduce ambiguity and increase the validity and reliability of research findings. As noted by (Creswell, 2020),

An operational definition specifies how a concept will be measured or manipulated in a study, emphasizing its role in bridging theoretical concepts and practical research methods. The definition spesifics how an abstract variable is transformed into observable and measureable data. Based on the hypotheses in the previous section, identification of the research variables is grouped as follows:

1.   Dependent Variable
The outcome or response variable in a research study that is measured, predicted, or explained by other variables. It's the variable that changes in response to manipulations of the independent variable(s) or other factors in the study (Creswell & Creswell, 2020).
Y: Customer Purchase Decision
2.   Independent Variables
A factor, attribute, or condition that is manipulated, controlled, or selected by the researcher to determine its relationship with an observed outcome (the dependent variable). It's the presumed cause or influence in a research study that is used to explain or predict variations in the dependent variable (Bloomfield & Fisher, 2019).
X1:Brand Image
X2 : Trust
X3 : Instagram Digital Marketing.

HASIL DAN PEMBAHASAN (RESULTS AND DISCUSSION)

1.   Karakteristik Responden
The sample in this study amounted to 140 customers of PT. Dharmajaya Kimia Pratama. In this study, the characteristics of respondents were divided into two types, namely based on the gender and age.
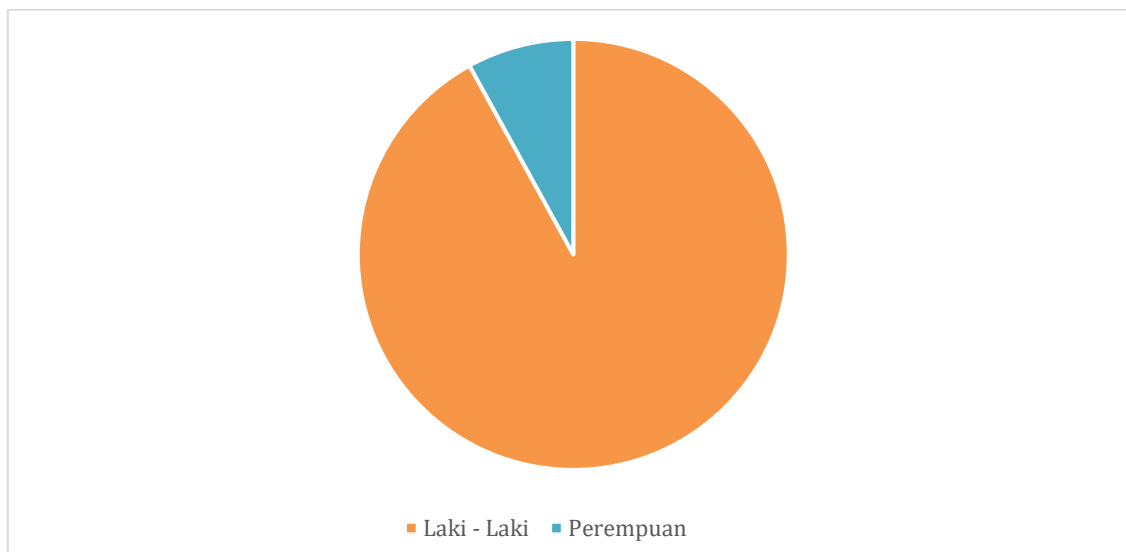a.   Karakteristik responden berdasarkan jenis kelamin

Table 1 Jenis Kelamin Responden

No.	Jenis Kelamin	Jumlah (orang)	Presentase
1.	Laki – Laki	129	92%
2.	Perempuan	11	8%

Sumber : Data kuesioner diolah
Data responden dapat digambarkan dalam grafik berikut :
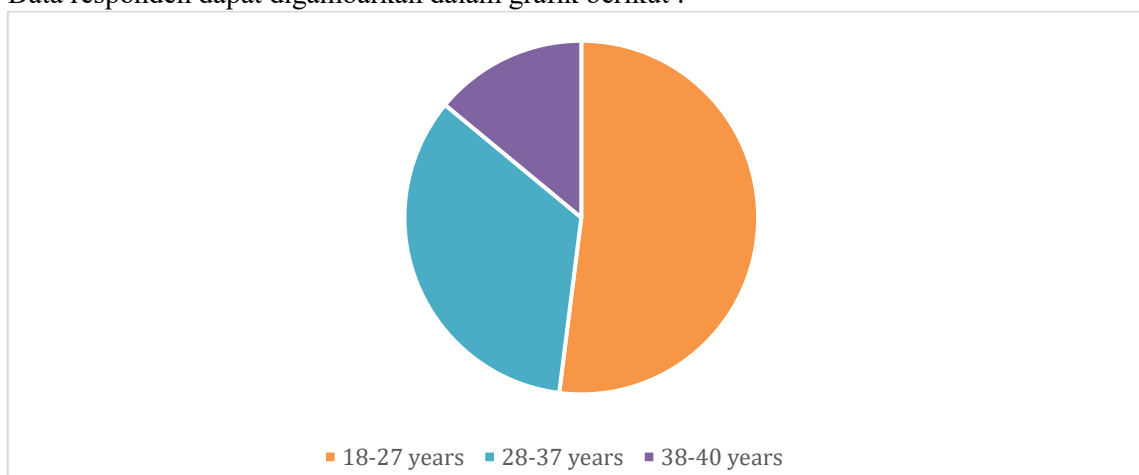
Grafik 1
Jenis Kelamin Responden

a.   Karakteristik responden berdasarkan usia responden

Table 2 Usia Responden

No.	Kelompok Usia (Tahun)	Jumlah (orang)	Presentase
1.	18 – 27 years	72.8	52%
2.	28 – 37 years	47.6	34%
3.	38 – 40 years	19.6	14%

Sumber : Data kuesioner diolah

Data responden dapat digambarkan dalam grafik berikut :

Grafik 2
Usia Responden

2.   Uji Validitas

From the correlation calculation results will be obtained a correlation coefficient used to measure the validity of an item and to determine whether an item is worth using or not. To perform this validity test using the SPSS program. Testing techniques that are often used by researchers to test validity is using Pearson bivariate correlation (Pearson moment product). This analysis correlates each item's score with

the total score. The total score is the sum of the whole item. Question items that correlate significantly with the total score indicate they are capable of providing support in uncovering what is valid. If r calculate R table then the instrument or question items correlate significantly to the total score (declared valid). The results of the validity test of Brand Image in this study, namely:

Table 3 Validity Test of Brand Image

Variable		Questionaire	r count	rtable	Conclusion
Brand Image	B1	Thinner Golden Car Brand is known for its good quality products.	0.834	0.361	Valid
	B2	Thinner Golden Car Brand is known for its affordable price.	0.913	0.361	Valid
	B3	Thinner Golden Car Brand is easily remembered by consumers.	0.842	0.361	Valid
	B4	Thinner Golden Car Brand has advertising and quality compatibility.	0.921	0.361	Valid
	B5	Thinner Golden Car Brand is favored because it can be mixed in various paints.	0.891	0.361	Valid
	B6	Thinner Golden Car Brand is in demand because it suits consumer needs.	0.839	0.361	Valid

Source : Prepared by the writer (SPSS, 2024)

Table 4.1 shows that value that meets the criteria of validity that can be concluded that the entire questionnaire of brand image can be used and stated can be an instrument in the measurement of brand image variable. Questionnaire statement B4 with an rcount of 0.921 is declared the most accurate for measuring brand image variables because it has the highest rcount. As for the lowest validity value contained in B.1 (0.834) which means that the low value of validity obtained has a weakness in the measurement of data although the questionnaire obtained can be used as a measurement instrument brand image variable.

The following are the results of the validity test of Trust in this study, namely:

Table 4 Validity of Trust

Variable		Questionaire	r count	rtable	Conclusion
Trust	T1	I believe in the superior quality of Golden Car Brand Thinner.	0.857	0.361	Valid
	T2	The quality of Thinner Golden Car Brand is very good in helping the painting process.	0.889	0.361	Valid
	T3	Thinner Golden Car Brand provides the best for its consumers.	0.779	0.361	Valid
	T4	Thinner Golden Car Brand provides the best possible quality for customer satisfaction.	0.766	0.361	Valid
	T5	Thinner Golden Car Brand has a good reputation	0.832	0.361	Valid

Variable		Questionaire	r count	rtable	Conclusion
	T6	I am used to using Thinner Golden Car Brand so that the paint results become better.	0.885	0.361	Valid

Source: Prepared by the writer (SPSS, 2023)

Table 4.2 shows value that meets the criteria of validity that can be concluded that the entire questionnaire of trust can be used and stated can be an instrument in the measurement of trust variable. Questionnaire statement T.2 with an rcount of 0.889 is declared the most accurate for measuring trust variables because it has the highest rcount. As for the lowest validity value contained in T.4 (0.766) which means that the low value of validity obtained has a weakness in the measurement of data although the questionnaire obtained can be used as a measurement instrument trust variable.

The results of the validity test of instagram digital marketing variable in this study, namely:

Table 5 Validity of Instagram Digital Marketing

Variable		Questionaire	r count	rtable	Conclusion
Instagram Digital Marketing	I1	I interact well with sellers about Thinner Golden Car Brand products through Instagram social media	0.814	0.361	Valid
	I2	The company provides quick *feedback* on consumer comments on Thinner Golden Car Brand.	0.712	0.361	Valid
	I3	Thinner Golden Car Brand promotional content presented on Instagram social media is always updated	0.792	0.361	Valid
	I4	Thinner Golden Car Brand's promotional content presented on Instagram social media is quality	0.807	0.361	Valid
	I5	Promotion on social media Thinner Golden Car Brand on Instagram uses an attractive message design	0.844	0.361	Valid
	I6	The style of conveying Thinner Golden Car Brand messages on Instagram social media is easy to understand.	0.919	0.361	Valid
	I7	The company's Instragam is very helpful for customers related to Thinner Golden Car Brand.	0.853	0.361	Valid
	I8	Promotion on Instagram social media provides information about Thinner Golden Car Brand.which is clear	0.786	0.361	Valid

Source: Prepared by the writer (SPSS, 2023)

Table 4.3 shows that the value that meets the criteria of validity that can be concluded that the entire questionnaire of Instagram Digital Marketing can be used and stated can be an instrument in the measurement of Instagram Digital Marketing variable. Questionnaire statement I.6 with an rcount of

0.919 is declared the most accurate for measuring Instagram Digital Marketing variables because it has the highest rcount. As for the lowest validity value contained in I.2 (0.712) which means that the low value of validity obtained has a weakness in the measurement of data although the questionnaire obtained can be used as a measurement instrument Instagram Digital Marketing variable.

The results of the validity test of Customer Purchase Decisions n in this study, namely:

Table 6 Validity of Customer Purchase Decisions

Variable		Questionaire	r count	rtable	Conclusion
Customer Purchase Decisions	P1	I bought Thinner Golden Car Brand which has the advantage of perfect paint coating.	0.807	0.361	Valid
	P2	I chose Thinner Golden Car Brand which has consistency in helping the paint dry faster.	0.741	0.361	Valid
	P3	Thinner Golden Car Brand is my choice when I want to do painting.	0.846	0.361	Valid
	P4	I bought Thinner Golden Car Brand because of many positive reviews from other people.	0.901	0.361	Valid
	P5	I recommend Thinner Golden Car Brand to others.	0.827	0.361	Valid
	P6	I want to promote Thinner Golden Car Brand on my social media.	0.787	0.361	Valid
	P7	I want to make a repeat purchase of Thinner Golden Car Brand.	0.816	0.361	Valid
	P8	I like Thinner Golden Car Brand products	0.824	0.361	Valid

Source: Prepared by the writer (SPSS, 2023)

Table 4.3 shows that the value that meets the criteria of validity that can be concluded that the entire questionnaire of Customer Purchase Decisions can be used and stated can be an instrument in the measurement of Customer Purchase Decisions variable. Questionnaire statement P.4 with an rcount of 0.901 is declared the most accurate for measuring customer purchase decisions variables because it has the highest rcount. As for the lowest validity value contained in P.2 (0.741) which means that the low value of validity obtained has a weakness in the measurement of data although the questionnaire obtained can be used as a measurement instrument Customer Purchase Decisions variable.

3. Uji Reliabilitas

The consistency or stability of measurement results over time or across different observers. It refers to the degree to which an assessment tool produces stable and consistent results (Taherdoost, 2023). The reliability test in quantitative research can use a Cronbach Alpha of at least 0.6 which means that the instrument used is reliable. The following are the results of reliability test:

Table 7 Pre-Test Reliability of Independent and Dependent Variable

No.	Variable	Cronbach's Alpha	Critical Number	N of Items	Description
1	Brand Image	.936	.6	6	Reliable
2	Trust	.913	.6	6	Reliable
3	Instagram Digital Marketing	.927	.6	8	Reliable
4	Customer Purchase Decisions	.929	.6	8	Reliable

Source: Prepared by the writer (SPSS, 2023)

Based on the table above, it can be seen that all variables' Cronbach Alpha value is greater than 0.6 which can be indicated that all variables in this pre-test research are considered reliable. The results showed that respondents answered consistently to the research questionnaire. Based on the results above, the most stable and consistent is the brand image variable of 0.936 because the highest Cronbach alpha value. While the lowest reliability value contained in the Trust variable (0.913) shows that the lower the value of reliability in the study although the reliability value in Trust variable can be used as a measurement of the instrument research variable.

4.   Uji Asumsi Klasik
Berdasarkan uji asumsi klasik dapat disimpulkan tidak terjadi masalah dengan asumsi klasik.
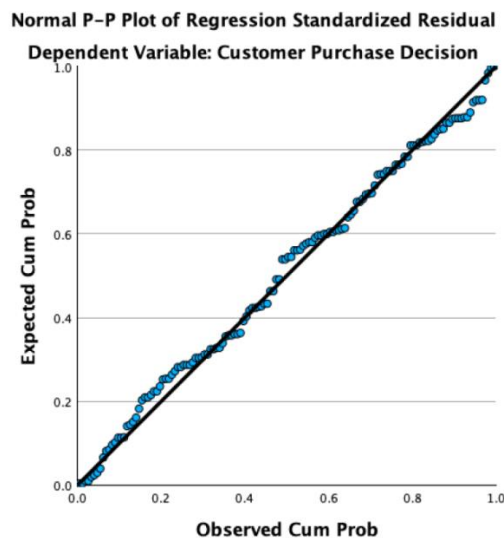**a.   Uji Normalitas**
1.   Uji Grafik
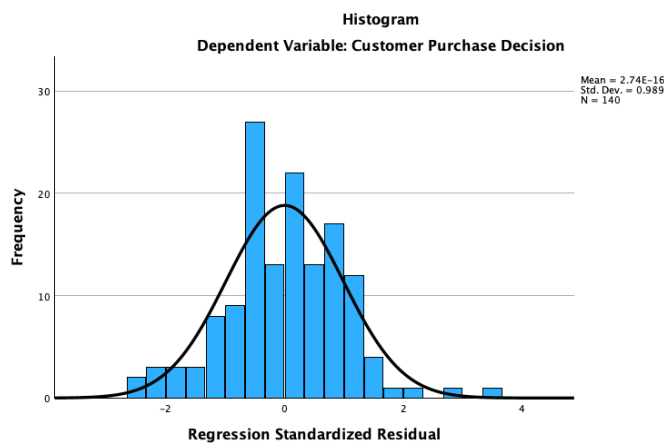
Grafik 1
Histogram
Sumber : Data kuesioner diolah

Pada *histogram* di atas terlihat garis melengkung ke atas seperti membentuk gunung dan terlihat sempurna dengan kaki simetris, maka dapat disimpulkan bahwa data dalam penelitian berdistribusi normal.

Normal P – *Plot*
Sumber : Data kuesioner diolah

Hasil uji normal probabilitas menunjukkan bahwa data mungkin berdistribusi normal jika titik-titik mengikuti garis diagonal dari titik 0 dan tidak melebar terlalu jauh; sebaliknya, jika titik-titik melebar terlalu jauh dari garis diagonal, maka data mungkin tidak berdistribusi normal. Jika distribusi datanya normal atau mendekati normal, seperti yang ditunjukkan oleh plot data yang ditunjukkan pada grafik 2 di atas, maka model yang baik adalah yang terbaik.

2. Uji Statistik

Uji statistik yang dapat digunakan untuk menguji normalitas residual adalah uji statistik nonparametrik, *Kolmogorov-Smirnov* (K-S). Penelitian ini menggunakan uji *one sample Kolmogorov-Smirnov* untuk menguji normalitas model regresi.

Table 8 One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			140
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.62654584
Most Extreme Differences	Absolute		.055
	Positive		.055
	Negative		-.054
Test Statistic			.055
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.379
	95% Confidence Interval	Lower Bound	.369
		Upper Bound	.388

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 957002199.

Sumber : Data kuesioner diolah

Tabel di atas menunjukkan bahwa nilai *Asymp. Sig. (2-tailed)* adalah 0.200 Nilai tersebut menunjukkan bahwa data dalam penelitian ini berdistribusi normal karena nilai 0.200 lebih besar dari 0,05.

3. Uji Heteroscedasity

The result of heteroscedasticity test can be presented in two ways, scatterplot and geljser Test where in the scatterplot it is expected not to shape a specific pattern and all the dots are above and below 0 on the Y-axis, while for the Spearman Test it is expected for the unstandardized residual significant value to be greater than 0.05, which going to be displayed as follows.
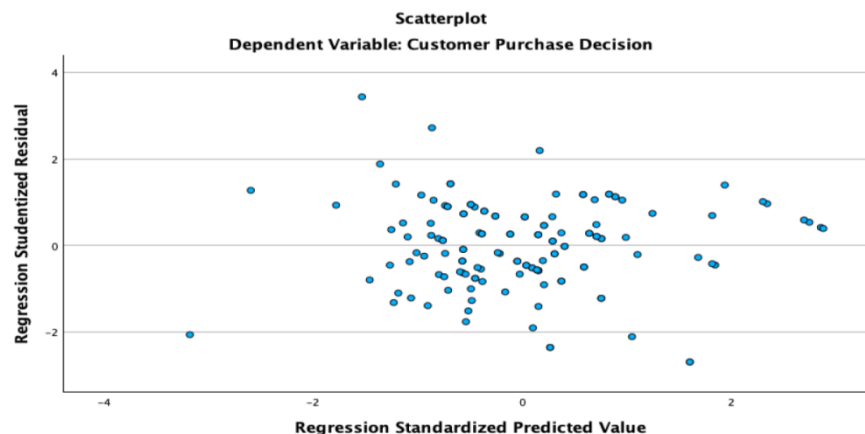
Sumber : Data kuesioner diolah

Grafik 3 shows that the data spreads with an unclear pattern both above and below 0 on the Y axis, not gathering in one place, so from the scatterplot graph it can be concluded that there is no heteroscedasticity in the regression model in this study.
Heteroscedasticity test can be done by using the spearman rho test.

Tabel 9 Spearman's Rho
Correlations

			Brand Image	Trust	Instagram Digital Marketing	Unstandardized Residual
Spearman's rho	Brand Image	Correlation Coefficient	1.000	-.043	.047	-.018
		Sig. (2-tailed)	.	.612	.582	.831
		N	140	140	140	140
	Trust	Correlation Coefficient	-.043	1.000	.033	.076
		Sig. (2-tailed)	.612	.	.698	.374
		N	140	140	140	140
	Instagram Digital Marketing	Correlation Coefficient	.047	.033	1.000	.037
		Sig. (2-tailed)	.582	.698	.	.661
		N	140	140	140	140
	Unstandardized Residual	Correlation Coefficient	-.018	.076	.037	1.000
		Sig. (2-tailed)	.831	.374	.661	.
		N	140	140	140	140

Sumber : Data kuesioner diolah
Grafik 3 that it can be seen that the significant value from the spearman rho test of Brand Image, Trust, and Instagram Digital Marketing towards Customer Purchase Decisions are all greater than 0.05 which are 0.831, 0.374 and 0.661 respectively. Thus, being concluded that no heteroscedasticity on the regression model. Based on the data obtained, heteroscedasticity does not occur, indicating that the data in this study contain homoscedasticity.

4.   Uji Multikolinearitas

Tabel 10 Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics

	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	5.806	1.803		3.220	.002			
Brand Image	.318	.056	.339	5.700	<.001		.973	1.028
Trust	.089	.040	.131	2.218	.028		.991	1.009
Instagram Digital Marketing	.515	.054	.567	9.478	<.001		.964	1.037

a. Dependent Variable: Customer Purchase Decision

Berdasarkan tabel diatas :

For the multiple linear regression model, the vif value for Brand Image, Trust, and Instagram Digital Marketing is not more than 10 (1.028, 1.009, 1.037) which can be described no multicollinearity between the independent variable in the regression model. For the multiple linear regression model, the tolerance value for Brand Image, Trust, and Instagram Digital Marketing is greater than 0.1 (0.973, 0.991, 0.964) which can be defined no multicollinearity between the independent variable in the regression model.

5. **Uji Linearitas**

Tabel 11 Uji Linearitas Brand Image
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer Purchase Decision * Brand Image	Between Groups	(Combined)	2080.790	20	104.039	6.810	<.001
		Linearity	731.598	1	731.598	47.887	<.001
		Deviation from Linearity	1349.192	19	71.010	4.648	<.001
	Within Groups		1818.031	119	15.278		
	Total		3898.821	139			

Tabel 12 Uji Linearitas Trust
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer Purchase Decision * Trust	Between Groups	(Combined)	1007.258	23	43.794	1.757	.028
		Linearity	133.626	1	133.626	5.361	.022
		Deviation from Linearity	873.632	22	39.711	1.593	.060
	Within Groups		2891.563	116	24.927		
	Total		3898.821	139			

Tabel 13 Uji Linearitas Instagram Digital Marketing
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer Purchase Decision * Instagram Digital Marketing	Between Groups	(Combined)	2529.931	24	105.414	8.856	<.001
		Linearity	1571.972	1	1571.972	132.061	<.001
		Deviation from Linearity	957.958	23	41.650	3.499	<.001
	Within Groups		1368.891	115	11.903		
	Total		3898.821	139			

The Brand Image (0.000<0.05), Trust (0.022<0.05) and Instagram Digital Marketing (0.000<0.05). From this result implies that Brand Image has a linear relationship to the Customer Purchase Decisions,

Trust has a linear relationship to the Customer Purchase Decisions and Instagram Digital Marketing that has a linear relationship to the Customer Purchase Decisions.

6. Analisis Regresi Linier Berganda

Tabel 14 Analisis Regresi Linier Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.806	1.803		3.220	.002
Brand Image	.318	.056	.339	5.700	<.001
Trust	.089	.040	.131	2.218	.028
Instagram Digital Marketing	.515	.054	.567	9.478	<.001

Based on the data in Table 4.48 above, the equation of the regression model is:

Customer Purchase Decisions = 5.806 + 0.318 Brand Image + 0.089 Trust + 0.515 Instagram Digital Marketing

A positive coefficient shows that the independent and dependent variables are moving in the same direction. All of the independent variable has a positive coefficient, as shown in the regression equation above which are further explained as follow Brand Image has a positive coefficient of regression of 0.318. this means that if Brand Image goes up or down by one unit, customer repurchase decision goes up or down by 0.318 unit. Trust has a positive coefficient of regression of 0.089. This means that if Trust goes up or down by one unit, customer repurchase decision goes up or down by 0.089 unit. Instagram Digital Marketing has a positive coefficient of regression of 0.515. This means that if Instagram Digital Marketing goes up or down by one unit, customer repurchase decision goes up or down by 0.515 unit. Customer repurchase decision have a positive coefficient of regression of 5.806 This means that if Brand Image, Trust, and Instagram Digital Marketing, customer repurchase decision by 5.806 unit.

7. Uji Koefisien Determinasi

The coefficient of determination (R^2) is a metric that assesses the model's capacity to explain the variation of the dependent variables; the greater the number, the better the model. Adjusted R^2 is a number between 0 and 1 that indicates how well the independent variable explains the dependent variable which the closer it is to 1, the better. The adjusted R^2 value of the research model will be shown in the following tables:

Tabel 15 Uji Koefisien Determinasi

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729[a]	.531	.521	3.666

a. Predictors: (Constant), Instagram Digital Marketing, Trust, Brand Image
b. Dependent Variable: Customer Purchase Decision

The determination is 0.521, or 52.1%, based on the output presented in Table 4.49. It demonstrates that the independent variables' which are Brand Image, Trust, and Instagram Digital Marketing influence on the Customer Purchase Decisions accounts for 52.1%. This means that the dependent variable is being explained by the Customer Purchase Decisions as much as 52.1%, while the remaining 47.9% is explained by variables that were not in the research model such as discount, product quality and others.

8. Uji Partial (Uji T)

T-Test is used to evaluate whether the independent variable is partially having significant influence towards a dependent variable, which in this research there are four T-Test being conducted including;

between brand image towards customer purchase decisions; trust towards customer purchase decisions and instagram digital marketing towards customer purchase decisions.

Tabel 16 Uji Partial (Uji T)

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	5.806	1.803		3.220	.002
Brand Image	.318	.056	.339	5.700	<.001
Trust	.089	.040	.131	2.218	.028
Instagram Digital Marketing	.515	.054	.567	9.478	<.001

Hence, refer to the Table 4.50 and the assessment on T-Test criteria, can be concluded:

a. Brand Image

The value of the significance for Brand Image variable is t-count (5.700) > t-table (1,978) and 0.000 < 0.05 then H1 is accepted. Hence, it is indicated that Brand image has partial effect on customer purchase decision at PT Dharmajaya Kimia Pratama.

b. Trust

The value of the significance for Trust variable is t-count (2.218) > t-table (1,978) and 0.028 < 0.05 then H2 is accepted. Hence, it is indicated that Trust has partial effect on customer purchase decision at PT Dharmajaya Kimia Pratama.

c. Instagram Digital Marketing

The value of the significance for Instagram digital marketing variable is t-count (9.478) > t-table (1,978) and 0.000 < 0.05 then H3 is accepted, which is more than the standard value which is 0.05. Hence, it is indicated that Instagram digital marketing has partial effect on customer purchase decision at PT Dharmajaya Kimia Pratama.

9. Uji Simultan (Uji F)

The test is carried out to determine the effect of the independent variables on the dependent variable simultaneous.

Tabel 17 Uji Simultan (Uji F)

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2070.716	3	690.239	51.350	<.001b
Residual	1828.105	136	13.442		
Total	3898.821	139			

a. Dependent Variable: Customer Purchase Decision

b. Predictors: (Constant), Instagram Digital Marketing, Trust, Brand Image

The value of the significance for variable is F-count (51.350) > F-table (2.67) and 0.000 < 0.05 then H4 is accepted. Hence, it is indicated that Brand image, trust, and instagram digital marketing have simultaneous effect on customer purchase decision at PT Dharmajaya Kimia Pratama.

10. Pengaruh *Brand Image* Terhadap *Customer Purchase Decision*

Brand image variable consists of three indicators, namely company image, customer image and product image. Customer purchase decision variable consists of four indicators, namely the stability of a product, product purchasing habits, give recommendation to others and repurchase.

The value of the significance for Brand Image variable is t-count (5.700) > t-table (1,978) and 0.000 < 0.05 then H1 is accepted. Hence, it is indicated that Brand image has partial effect on customer purchase decision at PT Dharmajaya Kimia Pratama (H1 is accepted). Brand Image has a positive coefficient of regression of 0.318. this means that if Brand Image goes up or down by one unit, customer repurchase decision goes up or down by 0.318 unit. According to Nugroho (2024), A brand image plays an essential role in impacting consumers purchasing behavior. Marketers can influence a brand's image through marketing strategies, which can help to increase sales and market share. A strong brand image can create credibility and customer loyalty for company. These results support previous research conducted by Afifah (2023) which found that brand image has partial effect on customer purchase decision.

11. Pengaruh *Trust* Terhadap *Customer Purchase Decision*

Trust variable consists of three indicators, namely ability, benevolence and integrity. Customer purchase decision variable consists of four indicators, namely the stability of a product, product purchasing habits, give recommendation to others and repurchase.

The value of the significance for Trust variable is t-count (2.218) > t-table (1,978) and 0.028 < 0.05 then H2 is accepted. Hence, it is indicated that Trust has partial effect on customer purchase decision at PT Dharmajaya Kimia Pratama (H2 is accepted). Trust has a positive coefficient of regression of 0.089. This means that if Trust goes up or down by one unit, customer repurchase decision goes up or down by 0.089 unit.According to Nugroho (2024), Trust is the foundation for building customer loyalty driving purchase decision. A strong reputation for trustworthiness can attract opportunities, partnerships, and positive interactions. These results support previous research conducted by Oktacianti (2024) which found that trust has partial effect on customer purchase decision.

12. Pengaruh *Instagram Digital Marketing* Terhadap *Customer Purchase Decision*

Instagram digital marketing variable consists of four indicators, namely accessibility, interactivity, entertainment and informative. Customer purchase decision variable consists of four indicators, namely the stability of a product, product purchasing habits, give recommendation to others and repurchase.

The value of the significance for Instagram digital marketing variable is t-count (9.478) > t-table (1,978) and 0.000 < 0.05 then H3 is accepted, which is more than the standard value which is 0.05. Instagram Digital Marketing has a positive coefficient of regression of 0.515. This means that if Instagram Digital Marketing goes up or down by one unit, customer repurchase decision goes up or down by 0.515 unit.Hence, it is indicated that Instagram digital marketing has partial effect on customer purchase decision at PT Dharmajaya Kimia Pratama. As Dwivedi et al. (2021) Digital marketing has emerged as a powerful tool in shaping customer purchase decisions. Instagram Digital Marketing is a process by which companies create, communicate, and deliver online marketing offers through social media platforms to build and maintain stakeholder relationships. These results support previous research conducted by Oktarinal (2023) which found that Instagram digital marketing has partial effect on customer purchase decision.

SIMPULAN, IMPLIKASI, KETERBATASAN PENELITIAN

Based on the results of research brand image, trust, instagram digital marketing and customer purchase decision at PT. Dharmajaya Kimia Pratama so that the managerial implications should be more focused on these variables.

Instagram Digital Marketing has a positive coefficient of regression of 0.515. This means that if Instagram Digital Marketing goes up or down by one unit, customer repurchase decision goes up or down by 0.515 unitFor Instagram Digital Marketing variables, the lowest mean value is 3.07 (I8 - Promotion on Instagram social media provides information about Thinner Golden Car Brand which is clear). Companies need to be more active in utilizing Instagram as a promotional media and introducing

products. For this reason, every product post needs to use hashtags to make it easier for consumers to find Thinner Golden Car Brand. The highest standard deviation value is I8 with a value of 1.458 means that the value of I8 which shows how far or how close the data value is to the average in the Instagram Digital Marketing variable.

Brand Image has a positive coefficient of regression of 0.318. this means that if Brand Image goes up or down by one unit, customer repurchase decision goes up or down by 0.318 unit. Based on the results that Instagram Digital Marketing has the highest influence on customer purchasing decisions. For this reason, companies need to realize the importance of Instagram Digital Marketing at this time. Companies need to organize uploading content regularly and using hastags so that customers can easily find and place purchase links so that customers can easily transact. For brand image, the lowest mean value is 3.09 (B6 - Thinner Golden Car Brand is in demand because it suits consumer needs). Golden Car Brand thinner can increase new innovations such as being able to be mixed with all types of paint and can help in drying speed and produce optimal painting quality. and The highest standard deviation value is B5 with a value of 1.366 means that the value of B5 which shows how far or how close the data value is to the average in the brand image variable

Trust has a positive coefficient of regression of 0.089. This means that if Trust goes up or down by one unit, customer repurchase decision goes up or down by 0.089 unit. For trust variables, the lowest mean value is 2.91 (T4 - Thinner Golden Car Brand provides the best possible quality for customer satisfaction). Thinner Golden Car Brand needs to be consistent in the use of raw materials in accordance with the composition so that the product results can have good quality that cannot damage the paint when used. The highest standard deviation value is T6 with a value of 1.602 means that the value of T6 which shows how far or how close the data value is to the average in the trust variable.

Customer repurchase decision have a positive coefficient of regression of 5.806 This means that if Brand Image, Trust, and Instagram Digital Marketing, customer repurchase decision by 5.806 unit.

For customer purchase decision variables, the lowest mean value is 3.06 (P8 - I like Thinner Golden Car Brand products). Companies need to design various promotional programs that are attractive to customers so that they can increase purchasing decisions. In addition, the company needs to maintain consistent product quality and purchase satisfactory services. The highest standard deviation value is P1 with a value of 1.376 means that the value of PI which shows how far or how close the data value is to the average in the customer purchase decision variables variable.

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