

ABSTRACT

Social media has become inherent in people's daily lives as a place to communicate and source information so that many companies are aware of these opportunities to make social media a marketing medium for their products or services. Companies must pay attention to each component that is in the use of social media so that the message delivered is effective and efficient in accordance with the target market so that it meets the purpose of its use. The purpose of this study was to find out an overview of social media marketing and purchasing decisions at Starbucks and the influence of social media marketing on Starbucks consumer purchasing decisions in the city of Bandung both partially and simultaneously.

This research used the quantitative research method with purpose of descriptive and causal. Data analysis that was used was descriptive analysis and multi linear regression analysis. The sampling technique in this research was non probability sampling with purposive sampling type. The data was collected by using online questionnaires through google form that was spread to 400 respondents. The respondents were Starbucks consumers who have added Starbucks Indonesia OA on Line and lived in Bandung city.

The result of this research showed that the social media marketing variable (x) has significant effect partially and simultaneously on purchase decision variable (y). The effect of social media marketing on purchase decision was 49,9% and 50,1% was effected by another variable that was not being researched in this research.

Keywords: *Social Media, Social Media Marketing, Purchase Decision*