

ABSTRACT

This study was conducted to determine the Influence of Social Media Use Through Instagram on Purchasing Decisions at Rooftop Coffee Bandung. The purpose of this research is to identify and analyze how the implementation of social media use through Instagram at Rooftop Coffee Bandung affects customer purchasing decisions and the extent of the influence of social media use through Instagram on purchasing decisions at Rooftop Coffee Bandung.

This research used a quantitative method with a descriptive-causality type of research. The sampling was carried out using a non-probability sampling method, specifically incidental sampling, with a total of 100 respondents. The data analysis techniques used were descriptive analysis and simple linear regression analysis.

Based on the test results, it was found that the implementation of social media use through Instagram by Rooftop Coffee Bandung is already good for showcasing its products on Instagram. Furthermore, there is a high and precise purchasing decision from consumers towards Rooftop Coffee Bandung. In addition, the test results show that the use of social media through Instagram significantly affects the purchasing decisions of customers at Rooftop Coffee Bandung. This is evidenced by a T-test value of $11.031 > T\text{-table } 1.984$, and a significance level of $0.000 (0.000 < 0.05)$. Based on the Coefficient of Determination, it was found that the use of social media through Instagram by Rooftop Coffee Bandung can explain 55.4% of the customer's purchasing decision, and the remaining 44.6% is influenced by other factors not studied in this research such as customer characteristic factors and psychology (culture, social, personal).

In conclusion, the use of Social Media through Instagram by Rooftop Coffee Bandung is already good in terms of marketing its products and in achieving high and accurate purchasing decisions from consumers. However, there is a need to update about new products or menus, as well as services on Rooftop Coffee's social media. Also, there is a need to optimize payment services using debit cards and e-wallets, especially in terms of time, so that consumers can make payments quickly.

Keywords: Social Media Use, Instagram Social Media, Purchasing Decision.