

ABTRACT

A company must have several strategies to deal with competitor threats. Through social media marketing elements, a brand can increase public trust in the brand and have an impact on increasing purchasing decisions. Subway utilizes Instagram social media as a promotional medium to disseminate its products, news, outlet locations and promotional offers. This shows that Subway Indonesia has utilized social media marketing strategies to improve its business performance.

This study aims to analyze the effect of social media (Interactivity, Entertainment, Informativeness, and Perceived relevance) on Subway Indonesia purchasing decisions with brand trust as mediation.

This research uses quantitative methods. Data were collected through questionnaires to customers who have bought Subway Indonesia products at least 2 times and follow Instagram Subway Indonesia social media in the West Java area. This study uses a non-probability sampling method with the Slovin formula for sample withdrawal. Then, for hypothesis testing with the PLS-SEM (Partial Least Squares Structural Equation Modeling) stage.

The data analysis techniques used are descriptive analysis and Partial Least Square (PLS) analysis.

Based on the results of the tests carried out in this study, it can be concluded that the influence of social media marketing elements (Interactivity, Entertainment, Informativeness, and Perceived relevance) has a significant effect on brand trust and purchasing decisions because the Company provides the best.

Keywords: *Interactivity, Entertainment, Informativeness, Perceived Relevance, Brand Trust, Purchase Decision*