

ABSTRACT

Culinary business development in Bandung has increased more years marked by numerous cafes, restaurants, businesses that have shown up. The development of highly advanced culinary industry with a highly advanced technology led to the emergence of tight competition among businesses culinary.

The purpose of this study is to obtain data and information that can provide an overview of the Effect of Social Media Marketing Through Instagram Against Buying Decision Belwish Cafe.

The result of this research is that Social Media Marketing significantly and significantly to purchase decision of Belwish Café. The relationship between the variables of 33.6% can be quite strong.

Data obtained by using Operational Variables, Stages, Population and Sample Research, Data Collection, Test Validity and Reliability, and Data Analysis Techniques

Keywords: Social Media Marketing, Keputusan Pembelian, Belwish Café