

Abstract

Increasingly advanced technological developments and also available markets, encourage people to innovate, especially in field of transportation. So, online transportation has arrived around us. However, to get attention, a separate method is needed. Therefore, this study attempt to determine how much influence sales promotion through Social Media Instagram on purchasing decision of Grab Followers in the city of Bandung. This study uses Quantitative methods. Samping is done by the Non Probability Sampling method with Purposive Sampling, with the number of respondents as many as 100 peoples caluclated using the Unknown Population. Based on tghe result of testing, sales promotion have a significant effect on purchasing decisions on Grab follpers in the city of Bandung. This is evidenced by the results of the coefficient of determination indicating that sales promotions have an influence on purchasing decisions of 0,62,9 or 62,9 %, while the 37,1 % remaining is influenced by things not examined n this study.

Keywords : Sales Promotion, Purchase Decision, Grab