

ABSTRACT

Social media marketing is one way of marketing that is often done by companies that make efforts in the digital era as a way to encourage consumers to make product purchases or to find information that is being provided by the company. One company that uses this method is a company engaged in telecommunications, namely Telkomsel.

Many responses given by consumers in accepting things marketed in social media marketing, there are those who are interested in making purchase transactions and there are also those that are needed and can be repaid with negative feedback so as to increase buyer purchases. This study user to determine impact social media marketing through customer purchase intention at kartuHalo. This study uses a Simple Linear Regression.

West-Jabodetabek Telkomsel area 2 customers have the perception and knowledge of Facebook Social Media Marketing on buying interest. This is because the average value of the variable in this study is a change of 33.47 from the middle value of the data of 33 and the average value of the purchase result is 6.33 from the middle value of the data that is equal to.

Social Media Marketing contributes to the customer's buying interest of 44.8%, which means that the content provided by the Official Account of PT Telkomsel is still less supportive of consumer purchase intention. The company prefers to increase promotions through Facebook, which can be done by uploading content regularly every day, so that customers can get the latest information about the advantages of kartuHalo products and are interested in becoming customers of kartuHalo.

Keywords: Social Media Marketing; Marketing; Consumer Purchase Intention; Simple Linear Regression