

ABSTRACT

In this modern era, the development of companies and economic growth in Indonesia continues to grow, especially in the city of Bandung. One of them is the OMG Event Asia wedding service company, to achieve the company's goals, each company uses a strategy in social media marketing. One form of social media marketing that is used is through social media in increasing purchase awareness and the formation of marketing from the mouth to make social media used by companies and non-profit institutions to influence consumers in making purchasing decisions. This study aims to determine how much influence the promotion through social media Instagram has on purchasing decisions on OMG Event Asia wedding services. The research method uses quantitative methods with descriptive type of research using simple linear regression. Data collection techniques using questionnaires, observation, and literature study. The population in this study is consumers who have used wedding services with a sample of 100 respondents. The sampling technique used is nonprobability sampling, with a purposive sampling derivative. Data processing is performed using the SPSS 22 application for windows. The results of the study revealed the value of Social Media Marketing through social media Instagram was 79.8% in the high category, while the purchase decision value was 81.38% in the high category. The influence of promotion through social media Instagram on purchasing decisions by 72.7% while the remaining 27.3% is explained by other variables not explained in the model proposed in this study.

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