

ABSTRACT

Social Media Marketing Instagram is an important aspect for digital marketing strategies in the current era, which can reach a wide market and the impact of interesting reviews in the form of content shared on Instagram can create personal interest in costumers who have excessive curiosity to visit these cafes . Purchasing decisions on a product cannot be separated from the role of targeted social media marketing so that costumers not only have more curiosity to visit but also buy the products offered at the café.

This research was conducted at Morgy Coffee Bandung with Social Media Marketing as the independent variable and Purchase Decision as the dependent variable. The purpose of this study was to determine the classification of the assessment of Social Media Marketing and Purchasing Decisions at Morgy Coffee Bandung and to examine the influence of Instagram Social Media Marketing on Purchasing Decisions at Morgy Coffee Bandung.

The method used in this research is quantitative method. The population in this study are followers official account instagram Morgy Coffee Bandung. Sampling using non probability sampling with the type of purposive sampling technique and for data collection using the formula bernoulli. The data analysis used in this research is the classical assumption test, simple linear regression analysis, the coefficient of determination and for hypothesis testing using the t test.

The results of this study indicate that the classification of the percentage value of the independent variables of Social Media Marketing is included in the good category, while the dependent variable for purchasing decisions is included in the Very Good category. As well as the social media marketing variable has a positive and significant effect on purchasing decisions at Morgy Coffee Bandung with a percentage of the influence of the social media marketing variable of 53.1% on the purchasing decision variable.

Key Words : *Social Media Marketing, Purchase Decision*