

ABSTRACT

The research aims to determine the effect of social media marketing and brand image on consumer buying interest in Makeupuccino. The population in this study are Makeupuccino social media followers or people who have seen Makeupuccino promotional advertisements. The sample 100 people with quantitative methods and descriptive research. Methods of data collection using a questionnaire. The research data has met the criteria of validity and reliability. Data were analyzed using multiple linear regression test. Classical assumption test and coefficient of determination test. The results showed that social media marketing variables contributed positively to consumer buying interest. Brand image contributes positively to consumer buying interest in Makeupuccino. based on the results of the simultaneous significant test yielded $113.983 > 3.09$ with a significance level of 0.000. The conclusion is that the variables of social media marketing and brand image simultaneously have a significant effect on consumer buying interest at Makeupuccino.

Keywords: *brand image, consumer buying interest, social media marketing*