

ABSTRACT

Along with the growing population of Indonesian society in the current modernization era, needs for mobilization for the community is required so that they can travel easily and effectively from one place to another. Generally, there are several means of transportation that are often used by the Indonesian people, vehicles with four wheels and vehicles with two wheels.

This study aims to determine how much influence social media marketing Instagram and Brand image have on consumer purchasing decisions (the case study of Utama Baru Motor Banjarmasin.) Researcher took a sample using a purposive sampling technique using the Bernaulli formula for the exact 100 respondents.

But before the questionnaire was distributed to the actual respondents, the researcher conducted a reliability test using the Cronbach Alpha formula in which the researcher conducted a pre-test or a questionnaire test containing several written statements to 30 respondents.

The results stated that all variables in this study were reliable or consistent. The researcher used the Classical Assumption Test and regression analysis multiple linear equations to answer the hypothesis that has been proposed by researchers to find out how much influence the independent or independent variables, there are Social Media Marketing and Brand Image, on Consumer Purchase Decisions (the case study of Utama Baru Motor Banjarmasin).

The results of this study are from both Social Media Marketing and Brand Image variables used in this study, it is proven that there is a significant influence on the Purchase Decision variable in a positive direction.

Keywords: Social media marketing, Brand Image, purchasing decisions