

ABSTRACT

Social media marketing, especially through Instagram, has become one of the methods used by many businesses in marketing their products. With content that can be shared on the Instagram page, it can create personal interest in customers who have excessive curiosity to visit the coffee shop. Purchasing decisions for a product cannot be separated from the role of social media marketing that is right on target so that customers not only have more curiosity to visit but also buy the products offered at the coffee shop.

This research was conducted at Sequoia Coffee Garden Bogor 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 Social Media Marketing ratings and Purchase Decisions at Sequoia Coffee Garden Bogor and to test the Effect of Instagram Social Media Marketing on Purchase Decisions at Sequoia Coffee Garden Bogor. This study uses a quantitative approach with survey research methods.

Keywords: *Social Media Marketing Instagram, Purchase Decisions*