

ABSTRACT

Kanzler is a company engaged in the meat processing sector under PT Cisarua Mountain Dairy Tbk (Cimory). Kanzler has two product categories, Kanzler home packs and Kanzler Singles. Kanzler is included in the Top 3 most recognized sausage brands in the digital world and is included in the Top 5 best-selling frozen food brands in e-commerce. This is due to the social media marketing carried out by Kanzler so that Kanzler is known in the digital world and makes consumers have purchasing intentions on Kanzler products and make purchasing decisions. This study aims to determine the effect of Social Media Marketing on Purchase Decisions with Purchase Intention as an Intervening Variable.

This research is quantitative and descriptive research with path analysis methods. Sampling was carried out using nonprobability sampling and incidental sampling techniques. The sample in this study was 100 respondents who had the criteria of having purchased Kanzler products because of interest in buying and social media marketing conducted by Kanzler.

The results showed that the variable social media marketing (X) has a significant effect on purchase intention (Z) by 34.6%. The purchase intention variable (Z) has a significant effect on purchasing decision variable (Y) by 56.8%. The social media marketing variable (X) has no significant effect on purchasing decisions (Y) with an influence value of 0.98%. The total influence of the variable social media marketing (X) on purchasing decisions (Y) through purchase intention (Z) is 29.48%. Meanwhile, the indirect influence of social media marketing (X) on purchasing decisions (Y) through interest purchase (Z) is 54.3%. From the research, suggestion for companies is to create interactive content on social media in order to build better relationships with consumers.

Keywords: *Social Media Marketing, Purchase Intention, Purchase Decision.*