

ABSTRACT

Current technological developments have penetrated various aspects of life, including services streaming. In a digital era like this, technology and the internet really help people access various information and entertainment. The impact of this digitalization era is also felt in the marketing sector, where marketing via social media plays an important role. One of platform service streaming which is quite widely used in Indonesia is Vidio. The purpose of this research is to find out how big the influence of social media marketing Instagram @vidiosports and online customer review on customer satisfaction through the purchasing decisions of service users streaming Saw it.

This research uses quantitative methods with a survey approach. Data was collected through a questionnaire distributed to 100 respondents via Google Form who are followers of the Instagram account @vidiosports and have purchased the promoted product. Analysis using methods non-probability sampling with technique purposive sampling. Data analysis was carried out using Structural Equation Modeling (SEM) techniques with SmartPLS 3.2.9 software.

The results of this research are social media marketing does not have a significant effect on customer satisfaction, online customer review does not have a significant effect on customer satisfaction, social media marketing significantly influence purchasing decisions, online customer review significantly influence purchasing decisions, purchasing decisions significantly influence customer satisfaction, social media marketing has a significant influence on customer satisfaction through purchase decisions, online customer review has a significant influence on customer satisfaction through purchase decisions. Suggestions that can be given to Vidio to improve Instagram @vidiosports social media marketing by being attractive and consistent in getting customer reviews online the good one. By paying attention to these two aspects, it is hoped that Vidio can fulfill customer satisfaction, so that from this satisfaction consumers can easily make the decision process to purchase services. streaming from Video products.

Keywords: *social media marketing, online customer review, customer satisfaction, purchase intention, instagram @vidiosports*