

***THE IMPACT OF SOCIAL MEDIA MARKETING INSTAGRAM ON  
ADORABLE PROJECTS CONSUMER PURCHASE DECISION PURCHASE***

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***ABSTRACT***

*This study aims to determine social media marketing and purchasing decisions and to determine the influence or how much impact social media marketing (X) has on purchasing decisions (Y) partially on Instagram followers of the adorable project online store. The sample size is 100 Instagram Adorable Project followers using a probability sampling approach, namely simple random sampling. This type of research is quantitative research with descriptive and verification research methods. The analysis used is descriptive statistics and multiple linear regression. The results of the study show that social media marketing is included in the "poor" category and the decision to purchase an adorable project online store is included in the "poor" category. The results of the verification analysis show that social media marketing (X) partially influences purchasing decisions (Y).*

***Keywords: Social Media Marketing and Purchasing Decision***

**DAMPAK SOSIAL MEDIA MARKETING INSTAGRAM TERHADAP  
KEPUTUSAN PEMBELIAN KONSUMEN TOKO ONLINE  
ADORABLE PROJECTS BANDUNG**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui *social media marketing* dan keputusan pembelian serta mengetahui pengaruh atau seberapa besar dampak *social media marketing* (X) terhadap keputusan pembelian (Y) secara parsial pada followers Instagram toko online adorable project. Jumlah sampel 100 followers instagram adorable project melalui pendekatan probability sampling yaitu simple random sampling. Jenis penelitiannya adalah penelitian kuantitatif dengan metode penelitian deskriptif dan verifikatif. Analisis yang digunakan adalah statistik deskriptif dan regresi linear berganda. Hasil penelitian menunjukkan bahwa *social media marketing* termasuk kategori “kurang baik” dan keputusan pembelian toko online adorable project termasuk dalam kategori “kurang baik”. Hasil analisis verifikatif menunjukkan variabel *social media marketing* (X) secara parsial berpengaruh terhadap keputusan pembelian (Y).

**Kata Kunci:** *Social Media Marketing* dan Keputusan Pembelian

