

ABSTRACT

Bandung City set to be the place of culinary tourism in Indonesia by the Ministry of tourism. The diversity and uniqueness of the existing restaurant in Bandung, causing the growth of business in the field of culinary experience a positive growth. Lawangwangi Creative Space is one industry that is engaged in the culinary area of Bandung. Lawangwangi uses several ways to do advertising, including the use of Social Media Marketing is using Instagram. This study aims to measure Social Media Marketing via Instagram (X) against the decision of purchase (Y) in Lawangwangi Creative Space. The method used is the quantitative methods. The Sampling technique using Bernoulli's formula with Nonprobability Sampling technique is a type of Purposive Sampling. The sampling criteria in this research is Instagram users that have seen and know about Lawangwangi Instagram account and have make purchase decision at Lawangwangi Creative Space. The analysis used in the study include the test validity, reliability testing, simple linear regression analysis, and hypothesis testing that includes testing of t, F-test, and the coefficient of determination (R²). The results showed the magnitude of the value of Social Media Marketing IE 76.67% of which are in the category of high-value purchase decisions, while IE 79.98% of which belong in the category. The magnitude of the influence of social media marketing via Instagram (X) against the decision of purchase (Y) is 0.147 or 14.7%. While the rest of IE 85.3% explained by other variables that are not described in the model presented in this study.

Keywords: *marketing, service marketing, promotion, Social Media Marketing, consumer behavior, purchasing decisions*