

ABSTRACT

The withdrawal of the industries to the Bandung Techno Park area is one attempt BTP to bring profit. In every years btp would not have difficulty to reach the target packing the room of office by the tenant. It can be said BTP have a problem sales growth and decisions the purchase of consumers. In this research writer would like know how big the influence of marketing via social media toward the purchase decision a tenant in Bandung Techno Park. Research is called “Analysis of Social Media Marketing on Purchasing Decisions of Bandung Techno Park”. A theory that used in this research uses the quantitative with a population of the tenant Bandung Techno Park. Sample used is the consensus. Method in data collection by using kuisisioner and analysis of data use linear regression simple. The results of the study showed that attributes products having significant impact with the regression equation is $y = 5,675 + 0,209x$. To test r square showed the 0,249 , in this can be explained that the influence of social media marketing of the decision the purchase is of 24,9 % and the rest of 75,1 % influenced factors are other factors such as facilities available, prices and environment which is subjects in this study . Keyword: social media marketing and purchase decisions.