

ABSTRACT

Along with the development of digital technology, social media has become a strategic tool in marketing activities. Instagram is one of the popular platforms used by business actors to reach consumers. Based on Instagram insights @berkahjaya.barbershop Instagram impressions show 5,157 impressions of which followers are 39.4% and non-followers are 60.6%. Instagram followers of berkahjaya barbershop number around 383. Visitors to berkahjaya barbershop total around 831 in 5 months. When compared with Instagram followers @berkahjayabarbershop, offline visitors and Instagram followers are not aligned. Therefore, this study aims to determine the influence of social media marketing on purchasing decisions at berkahjaya barbershop. This study uses a quantitative descriptive method with a survey approach through a questionnaire to 192 respondents who are followers of berkahjaya barbershop. The results show that social media marketing carried out through Instagram @berkahjaya.barbershop has a significant effect on purchasing decisions. It was obtained through t count of 9.613 > t table of 1.653 or sig value is smaller than 0.05, namely (0.000 < 0.05) so it can be concluded that H1 is accepted. The magnitude of the influence of social media marketing variables through Instagram is 30.1% and the remaining 69.9% is not examined in this study.

Keywords: Social Media Marketing, Purchasing Decision, Instagram.