

ABSTRACT

This study aims to determine how much influence the Social Media Against Consumer Purchase Decision Process On Ora Beach Resort. This study used a questionnaire given to 48 consumers who've been to Ora Beach Resort as a sample. Furthermore, the data were analyzed using quantitative descriptive. The results show that there is the influence of social media on consumer buying decision process in Ora Beach Resort. The equation is $Y = 28.600 + 0,156X$ constant of 28.600 states that if the independent variables are considered constant, then the dependent variable at 28.600. Variable X refers to Social Media and Y refers to the Consumer Purchase Decision Process consumer buying decision process can be explained by social media sedangkan remaining at 97.4% ($100\% - 97.4\% = 2.6\%$) explained by other variables. hypothesis test showed that there were social media influence on consumer buying decision process at Ora Beach Resort

Keywords: social media, consumer buying decision process