

## ABSTRACT

*Competition SMEs in the city of Padang growing quite rapidly. The number of businesses developed, especially family-owned business, makes the competition especially in the world of beauty among women. The growing trend of beauty through social media, especially Instagram encourage more beauty entrepreneurs to renew the maintenance provided. The purpose of this study would like to see how the campaign on social influences have an influence on purchasing decisions in a business SMEs family business type with the object of the business in carefully is the consumer Ashfa Salon and Day Spa. Ashfa Salon and Day Spa is one of the companies that move in the beauty field in the city of West Sumatra Padang.*

*The method used in this study is quantitative with causal descriptive approach using 200 respondents as the object of research. Sampling technique used is probability sampling and type of sampling technique used is simple random sampling (simple random sampling) by using likert scale. Data analysis technique used is Structure Equation Model (SEM). The variables studied are social influence as exogenous latent variable and purchase decision as endogenous latent variable.*

*Based on the results of the study found that social influence has a significant influence on purchasing decisions of 77.7% with an estimated standard of 0.88 with a critical ratio value of 10.445 and a probability value of 0.000. The results show that social influence has a significant effect on buyer's decision.*

*From the research results suggested to Ashfa Salon to be more aggressive again to do marketing movements, especially with promotions For future research is advisable to add another independent variable.*

**Keywords:** *Social Influnce, Purchasing Decision, Structure Equation Model.*