

ABSTRACT

Promotion through social media in increasing awareness of purchase and the formation of marketing from mouth kemulut make social media used by companies and non-profit institutions to influence consumers in making purchasing decisions. This study aims to determine how the influence of promotion through social media instagram of purchasing decisions on UMKKM Mukena Fathiya purchase decision Research methods using quantitative methods with descriptive of purposive research type using simple linear regression. Data collection techniques used questionnaires, observations, and literature studies. The population in this study were consumers who had bought mukena fathiya products with a sample of 100 respondents. The sampling technique used is nonprobability sampling, with derivative of purposive sampling. The research results reveal the magnitude of the value of Promotions Through media instagram amounting to 74% in the high category, while the value of the purchase decisions of 75.72% high in that category. The influence of promotion through the media sosail instagram against purchasing decision amounted to 35.5% while the rest i.e. 64.5% is explained by other variables that are not described in the model presented in this study. On the research of linear regression equation also obtained namely $Y = 15,432 + 0,837X$. That means that if the promotion through social media instagram increased by 16, the purchasing decision of 16.269

Keywords: Promotion Social media instagram, purchasing decision.