

ABSTRACT

Today, coffee shop business people see an opportunity where the power of social media is very big influence in competition coffee shop business becomes more stringent. Coffee shop business people should pay attention to the usefulness of social media in accordance with their target market so that the message provided is effective, efficient, and fulfilling the purpose of its use. This study aims to determine the influence of social media marketing to consumer purchasing decision Contrast Coffee as one of the coffee shop business. Methods in this study using quantitative research methods. This research is a descriptive verification research (causal), by using multiple linear regression model. The technique of determining the sample using purposive sampling method. Data collection was done through the spread of online questionnaires through google form on 100 respondents with 22 items statement. Data processing technique is done by descriptive analysis, classical assumption test, and hypothesis test. The results showed that the influence of social media marketing through social media Instagram of consumer purchasing decision Contrast Coffee is 55.7%. Based on partial hypothesis test results, all sub variables of context, communication, collaboration, and connection have significant influence to purchase decision. Based on the results of the research, researchers suggested to Contrast Coffee to develop the use of social media as a marketing medium for the function of social media can be utilized as possible by Contrast Coffee.

Keyword : *Marketing, Marketing Communication, Social Media, Social Media Marketing, Purchase Decision.*