

## **ABSTRACT**

*PT Pertamina (Persero) is a state-owned company that has just launched an application called My Pertamina with the aim of increasing Pertamina fuel purchase decisions through various promotions offered through the My Pertamina application, especially in Bandung, which is the only metropolitan city in West Java. This study aims to find out how much influence the social media marketing of My Pertamina application has on purchasing decisions of Pertamina fuel in the city of Bandung.*

*The methods used in this study are quantitative research methods. This research is a descriptive (causal) study, using a simple linear regression model. The sampling technique uses a non-probability sampling method type of purposive sampling. Data collection is done through questionnaires at four gas stations located in the city of Bandung that facilitates the use of the My Pertamina application with the help of Google Documents on 100 respondents with 25 question items. Data processing techniques are carried out using descriptive analysis, classic assumption test, and hypothesis testing.*

*Based on the results of simultaneous hypothesis testing (Test F), the social media marketing of My Pertamina application has a significant effect on purchasing decisions. This is evidenced by the value of  $F_{count} (324.131) > F_{table} (3.94)$  with a significance level of  $0,000 < 0,005$ . Based on the results of partial hypothesis testing (T Test), it is found that the social media marketing of My Pertamina application has a significant effect on purchasing decisions. This can be proven by the value of  $T_{hitung} (18,004) > T_{table} (1,984)$  with a significance level of  $0,000 < 0,005$ . Based on the coefficient of determination ( $R^2$ ), it was found that the social media marketing of the My Pertamina application was able to provide an influence of 76.8% on purchasing decisions. While the remaining 23.2% ( $100\% - 76.8\%$ ) is the contribution of other variables other than the independent variable.*

*Based on the results of the study, the researcher advises PT Pertamina (Persero) to pay attention to the use of social media marketing by maintaining the quality of the My Pertamina application in the ease of accessing information because it has the largest and most dominant percentage value in influencing consumer purchasing decisions. It is better if PT Pertamina (Persero) also improves performance of services especially the speed of replying to questions and comments from the public because it has the lowest score in influencing purchasing decisions. This can be done by increasing interaction with consumers.*

**Keyword :** *social media marketing, keputusan pembelian, internet*