

## **ABSTRACT**

*The intense competition between four-wheeled vehicle providers makes companies must be survive and continue to grow in order to face competition. Daihatsu is the second best-selling product in 2018 according to Gaikindo. Social media provides identity to the brand and helps in disseminating it in a personal and communicative manner. Social media is very influential in the promotion and formation of customer bonds from companies to consumers. Customer Bonding is used to maintain long-term relationships with customers that can benefit both parties, so that it is expected to increase consumer buying interest in Tunas Daihatsu. This study aims to determine how much the influence of Social Media Marketing and Customer Bonding on Purchase Intention on the Daihatsu Soekarno-Hatta Bandung Shoot in 2019. This type of research is quantitative research with a causal descriptive research method. The research method used is nonprobability sampling with a type of purposive sampling. Data collection was carried out by distributing questionnaires to 100 respondents obtained using the Bernoulli approach. Based on the descriptive analysis revealed the value of Social Media Marketing of 77.66%, the value of Customer Bonding was 77.65%, and the value of Purchase Intention was 75.62% where the three variables were stated in the high category. The effect of Social Media Marketing and Customer Bonding on Purchase Intention is 68,1% while the remaining 31,9% is explained by other variables not explained in the model proposed in this study.*

**Keywords:** *Social Media Marketing, Customer Bonding, Purchase to Intention*