

ABSTRACT

Social Media has an important role for a company that is to increase consumer interest so that purchases of these products occur. In the business world there is competition between similar companies to compete for consumers, especially in the automotive sector. Tunas Daihatsu also has several local competitors, especially in Bandung city, which offer similar products. Some of Daihatsu's competitors also started their businesses in the city of Bandung by having their own advantages and disadvantages. The purpose of this study is how much influence Social Media Marketing (X) is used by Daihatsu on purchasing decisions (Y) on Tunas Daihatsu. This type of research is descriptive with a quantitative approach. By using data collection techniques of observation, literature study and questionnaire. The population used in this study is Tunas Daihatsu consumers in the city of Bandung with a sample of 100 respondents used based on the results of the calculation of the Bernoulli formula. The data analysis method used is testing data validity, reliability, classic assumptions, descriptive, and simple linear analysis. The results of this study indicate that H_0 is rejected and H_1 is accepted. Means that the Social Media Marketing Implementation has a positive effect on the Purchasing Decision on Tunas Daihatsu. The amount is 24% while the remaining 76% is influenced by other factors outside of Social Media Marketing.

Keywords : Tunas Daihatsu, Social Media Marketing, Purchase Decision