

## **ABSTRACT**

This study aims to determine the effect of social media marketing on Instagram on purchasing decisions. In this digital age, it is changing the habits of people who usually shop directly at the store to go online and social media Instagram is one of the platforms for promotion because it has the main function of sharing photos and videos so that content from social media becomes the first attraction of consumers. The research was conducted on the followers of Instagram @ this.byalifahratu who had made online purchases totaling 100 people. The analysis used is quantitative, simple linear regression and hypothesis testing is processed using the SPSS 25 for windows program.

**Keywords:** Social Media Marketing, Purchasing Decision, Instagram