

## ABSTRACT

*The rapid development of the digital economy in Indonesia has had a positive impact on the national economy, one of which is the growth of various online trading platforms or e-commerce. The effect of e-commerce on economic growth has similar implications for the increase in GDP (gross domestic product), which is an indicator commonly used to determine economic growth from year to year. Social media has also become one of the marketing channels used by e-commerce companies to attract consumer buying interest, one of the e-commerce companies that use social media as a marketing channel is Bukalapak.*

*This study aims to determine and analyze the influence of social media marketing and brand image on consumer buying interest in the Bukalapak application. The research method used in this research is a quantitative method with descriptive-causality research. Sampling was done by using non-probability sampling technique used was purposive sampling the number of respondents 100 respondents who know and use the application Bukalapak in Bandung City. The data analysis technique used is descriptive analysis and multiple linear regression analysis.*

*The results of the study based on descriptive analysis for social media variables were in the good category with a percentage of 83.77%, the brand image variable was in the good category with a percentage of 82.1%, the purchase interest variable was in the good category with a percentage of 82.42% Based on the results of the partial effect test, it can be concluded that there are variables. From the results of these calculations it can be concluded that the Social Media Marketing and Brand Image variables simultaneously affect Purchase Intention by 76.4%, while the remaining 23.6% is influenced by other variables which are not researched in this study. These results illustrate that the fluctuation of Purchase Interest in the Bukalapak application is determined by the Social Media Marketing and Brand Image variables.*