

ABSTRACT

Social media has been used as a means of marketing products or what is commonly referred to as social media marketing. Yovie Music School is an Industry-based music school and promotes using social media. This study has attempted to explore the multidimensional use of social media marketing. The research area that must be considered is the marketing strategy, one of which is quite important is how the students purchase decisions against Yovie Music School.

The purpose of this study was to determine the effect of social media marketing on purchasing decisions at Yovie Music School Antapani branch, Bandung. The research method used is descriptive quantitative research methods with the unit of analysis are students at the Yovie Music School Antapani Branch, Bandung. Sources of data analysis were carried out by distributing questionnaires as many as 176 respondents who met the criteria as respondents in this study. In this study, the independent variable (X) is social media marketing, namely Context (X1), Communication (X2), Collaboration (X3), Connection (X4), and the dependent variable is the purchase decision (Variable Y).

The analysis technique used by researchers to determine how the influence of social media marketing on purchasing decisions is to use the Structural Equation Model (SEM) with the AMOS (Analysis of Moment Structure) approach.

Keyword: Social Media Marketing; Purchase Decision; Music School; AMOS