

## ABSTRACT

*This study was conducted to determine the effect of social media marketing on online purchasing decisions at Shopee Indonesia. The purpose of this research is to find out and analyze how social media marketing can significantly or not influence online purchasing decisions made by Indonesian shopee consumers. This research uses quantitative methods with descriptive-causality research type. Sampling was done by a non-probability sampling method. Data collection was obtained by distributing questionnaires online via a google form link to 400 respondents. The data analysis technique used in this research is simple linear regression analysis. The results of this study indicate that social media marketing has a positive and significant effect on purchasing decisions, this is obtained from the results of the  $t$  count (16,477) >  $t$  table (1,960). While the magnitude of the influence of social media marketing on purchasing decisions is 40,5%. Then the rest of 59,5 % is influenced by other variables not examined in this study.*

***Keywords: Social Media Marketing, Purchase Decision, Shopee Indonesia***