

ABSTRACT

Coffee consumption and Instagram users in Indonesia significantly increase every year. Bandung is one of the big cities which has many coffee shops and Instagram users. One of the coffee shops is Bahamas, the only specialty coffee shop near Telkom University and uses Instagram as a communication tool.. Data of coffee consumption and Instagram user are increasing, Bahamas actually shows the opposite which is Bahamas sales trend are decreases.

The purpose of this study is to determine SMM and purchasing decisions in Bahamas and how much influence these two variables have. The dimensions studied in SMM are content creation, content sharing, connections and community building. While the purchase decision is the introduction of needs, information search, evaluation of alternatives, purchase decisions and post-purchase behavior.

This phenomenon using quantitative methods, with descriptive purposes, the type of causal investigation, the researcher did not intervene in the data, the unit of analysis was individual and the time of execution was cross sectional. For the population and sample using non-probability sampling with purposive sampling technique to one hundred respondents and data analysis using simple linear regression analysis with SPSS twenty-fifth version. The population used is Bahamas consumers who following Bahamas Instagram.

The average descriptive analysis results on 11 statement items on the social media marketing variable is 81.5% while the 10 statement items on purchasing decisions is 83.1% using 100 respondents. The hypothesis test conducted concluded that H1 was accepted with the results ($19.680 > 1.984$) so it was concluded that there was a positive and significant influence between two variables.

The results of the conclusions of this study suggest that Bahamas have entered the good category in social media marketing and purchasing decisions, but can still be improved. This research can be used as a reference for the Bahamas and further research.

Keywords: Social Media Marketing and Purchasing Decisions