ABSTRACT

With a large population that is used by a number of business actors in property, considering that a house is a primary need for everyone. The large number of business actors who take advantage of these opportunities has resulted in increasingly fierce competition in the property business. One of them is the Purwokerto Sapphire Group, by utilizing technological advances to reach purchasing decisions. There are several factors that influence, including social media marketing Instagram on purchasing decisions at the Sapphire Group Purwokerto. The purpose of this study was to find out the social media marketing Instagram on the Sapphire Group Purwokerto, to determine the purchasing decisions on the Sapphire Group Purwokerto and to determine the effect of social media marketing Instagram on purchasing decisions at the Sapphire Group Purwokerto.

This study uses quantitative methods of descriptive research. And use the Likert scale as a measurement. Sampling technique using probability sampling technique. The population in this study were consumers from the Sapphire Group Purwokerto and from that population there were 110 samples to be studied. The data analysis technique used in this research is simple linear regression analysis and processed using SPSS 25 For Windows.

Based on the results of the hypothesis that social media marketing Instagram on purchasing decisions has a t value of 7.0246 > t table value of 1.9822, and a Sig value of 0.000 < 0.05, it means that there is a significant influence on purchasing decisions. And the results of the social media marketing Instagram determination coefficient test on purchasing decisions are 31.36%.

Keywords : Social Media Marketing, Purchase Decision, Instagram