

## ABSTRACT

Social media marketing carried out by a business can influence a person's thinking, which will impact the thought of others more broadly before making a purchase decision. Companies can use social media to promote their products or services. Consumers actively discuss their experiences and opinions about things they have tried or heard on social media. This behavior can influence the customer's decision to buy. Innisfree is a skincare brand that provides marketing using social media.

This study aims to determine how much influence social media marketing, which consist of content creating, content sharing, connecting, and community building, has on purchasing decisions at Innisfree. This study uses a quantitative method with multiple linear regression. 400 questionnaires were distributed using a google form. The target respondents were those who follow the Innisfree Indonesia Instagram account, have seen Innisfree Indonesia promotional posts, and have purchased Innisfree products.

The research results found that social media marketing positively and significantly affects purchasing decisions. Judging from the magnitude of the influence of social media marketing, companies should also consider using social media other than Instagram to maximize product marketing.

Further research can examine the same variables with different indicators, objects, or variables that are still related to social media marketing, such as electronic word of mouth.

**Keywords:** Social Media Marketing, Consumer Purchase Decision, Innisfree.