

ABSTRACT

Promotion social media is an online-based application for creating profiles, sharing/posting, sending messages, or surfing the internet. One of the promotion social media is Instagram. Brand image is a perception of a brand that has been attached to the minds of consumers. In the Bandung Era promotion social media there is an ineffectiveness in carrying out its marketing. This study aims to determine The Effect of Instagram Promotion Social Media and Brand Image on Property Process Purchase Decisions in the Bandung Era. This research was conducted on Instagram social media users in Indonesia who have bought.

This study uses a quantitative method with a descriptive type of research in which the sample is taken using a non-probability sampling method with a total of 100 respondents. The analysis technique used in this research is descriptive and multiple linear regression analysis. Based on the results of the variable Promotion Social Media has a percentage that is in the pretty good category, while Brand Image has a percentage that is in the good category.

Based on the results of this research, it is shown that the variables of Promotion Social Media and Brand Image have a significant effect on process purchasing decisions. Based on the results of the t test, it was found that Promotion Social Media and Brand Image had a significant effect on Property Process Purchase Decisions in the Bandung Era. While the results of the coefficient of determination of the Promotion Social Media and Brand Image variables affect the Process Purchase Decision of the Bandung Era Property by 74.5%, while the remaining 25.5% is influenced by other variables not analyzed in this study.

Keywords: *Promotion Social Media, Brand Image, Process Purchase Decision*