

## ABSTRACT

*The purpose of this study is to analyze the impact of social media marketing and customer trust on purchase decisions in Gramedia PVJ Bandung. The population of this study is all consumers of Gramedia PVJ Bandung which is not limited in number. The sampling method uses incidental sampling with a total sample of 100 customers. The method of data collection uses questionnaires. The data analysis method used is regression analysis using SPSS.*

*The results of hypothesis testing show that social media marketing affects purchase decisions. Customer trust affects purchase decisions. Social media marketing and customer trust simultaneously influence purchased decisions*

**Keywords:** *Social Media Marketing, Customer Trust, and Purchase Decision*