ABSTRACT

The development of digital technology encourages the development of e-commerce and the use of social media in everyday life. The use of social media, one of which is also used in the field of marketing, as done by Zalora Indonesia. Judging from the use of social media accounts, Zalora is quite active in carrying out social media marketing strategies where Zalora uses Youtube, Instagram, Facebook, Twitter, LinkedIn and TikTok.

The purpose of this study is to find out whether there is an influence of online social media marketing on purchasing decisions for fashion products on the Zalora Indonesia e-commerce platform and to find out how social media marketing strategies can influence online purchasing decisions for fashion products on the Zalora Indonesia e-commerce platform.

This research is a descriptive research with quantitative methodology. The research strategy is a survey using a questionnaire as a data collection method. The unit of analysis used is an individual with a total of 400 samples. Analysis of the data used is descriptive analysis and simple linear regression analysis using SPSS version 28 for windows.

The results showed that respondents' perceptions of social media marketing and online purchasing decisions Zalora Indonesia were in the "Very Good" category. Partially significant test shows that social media marketing has a significant effect on online purchasing decisions with an influence of 41.5%.

The results of the study, Zalora Indonesia is expected to be able to maintain credibility and increase the online role community in social media marketing based on who wins. The results of this study are expected to be used as a reference in further research and it is recommended to add other variables not examined in this study.

Keywords: *social media marketing, online purchasing decisions, e-commerce*