

ABSTRACT

This research was conducted aiming to determine the effect of social media on purchasing decisions of sharia mutual funds in Bandung Raya. The research method used is quantitative. The sampling technique used is a non-probability sampling technique. The population in this study are seed application users. The samples taken were seed application users who had purchased sharia mutual funds in Greater Bandung with a total of 120 respondents. The collection technique used was a questionnaire. The analytical method used is simple linear regression analysis to determine the relationship between the effect of the independent variables and the dependent variable. The results of this study indicate that there is a positive and significant influence of social media marketing on purchasing decisions of sharia mutual funds on seeds in Greater Bandung by obtaining $t_{count} 8,097 > t_{table} 1,979$ and significant ($0.000 < 0.05$) also a determination coefficient of 35,7% while the remaining 64,3% is influenced by various factors that were not examined in this study.

Keywords: Social Media Marketing, Purchase Decision, Sharia Mutual Funds