

## **ABSTRACT**

*The internet as part of advances in information and communication technology greatly influences the marketing of a product so that it makes a brand more effective and efficient. The Somethinc brand is a local skincare product that aims to meet the needs of young and intelligent people to look good by using high-quality ingredients at affordable prices. Somethinc also be the skincare brand with the highest sales in 2022. This research aims to determine the influence of social media marketing on purchasing decisions for the Somethinc brand.*

*This research uses quantitative methods, and ordinal scale measurement technique purposive sampling involving 100 respondents. The results of this research found that the social media marketing owned by the Somethinc brand was able to help increase sales of Somethinc brand products, there were high purchasing decisions from the public for Somethinc brand products, and there was an influence of social media marketing on purchasing decisions for the Somethinc Brand. This is based on the results of hypothesis testing with the t-test, which obtained a count of 8,689 (count  $8,689 > t$  table 1,984) and a significance (p-value) of 0.000 ( $0.000 < 0.05$ ), so  $H_0$  is rejected and  $H_a$  is accepted. The amount of contribution from social media marketing to purchasing decisions for Somethinc products is 84.3%, while the remaining 15.7% is another influencing variable that was not included in this research.*

**Keywords:** *social media, purchasing decisions, skincare, somethinc*