

ABSTRACT

Internet users in Indonesia are increasing from year to year. This makes companies operating in the telecommunications sector compete with each other to produce products or services that are of interest to internet users. Apart from that, social media is one of the platforms most frequently accessed by internet users and Instagram is in the top 3 as frequently accessed social media. This is utilized by PT Telkom Witel Bandung as a telecommunications company to market its products and services via social media Instagram @infotelkombdg. The purpose of this research is to find out how much influence marketing via Instagram social media has on purchasing decisions for PT Telkom Witel Bandung products and services. The research method used is quantitative with a descriptive approach. Sampling used the Taro Yamane formula with 100 respondents coming from Instagram followers @infotelkombdg. The data analysis techniques used are descriptive analysis, simple linear regression test, F test and T test as hypothesis testing. The influence of social media marketing on Instagram has a relevant influence on purchasing decisions for IndiHome products at PT. Telkom Bandung. These results originate from the results of hypothesis testing using the t test, the calculated t value, t table ($11.428 > 1.984$) with a sig value of $0.000 < 0.05$. It can be concluded that H_0 is rejected and H_1 is accepted. Based on the test results, there is an impact between Instagram social media marketing on purchasing decisions for IndiHome products at PT. Telkom Witel Bandung.

Keywords: *Social Media Marketing, Purchase Decision, Instagram*