ABSTRACT

The property development in Tasikmalaya has seen significant growth in recent years. The city has increasingly attracted the attention of investors and property buyers for various reasons. One of the main factors driving property development in Tasikmalaya is rapid economic growth. PT. Kharisma Mataram Raya utilizes Instagram as a marketing medium by using Instagram portfolio account features and Instagram Ads to boost sales.

Based on the issues and phenomena occurring, the author intends to study whether Instagram social media marketing and service quality have a significant positive effect on the purchase decisions of housing at PT. Kharisma Mataram Raya in Tasikmalaya. Based on the above description, the author is interested in conducting research titled "The Influence of Instagram Social Media Marketing and Service Quality on Housing Purchase Decisions at PT. Kharisma Mataram Raya Tasikmalaya."

This study aims to determine the effect of Social Media Marketing and Service Quality on Purchase Decisions at PT. Kharisma Mataram Raya Tasikmalaya. The research method used is quantitative, focusing on descriptive analysis and employing multiple linear regression equations using IBM SPSS 3.0. The sample of this study consists of 96 respondents, with the survey tool being a Google Form.

The results of this study indicate that Social Media Marketing has a positive and significant effect on Purchase Decisions. Service Quality does not have a positive and significant effect on Purchase Decisions. Social Media Marketing and Service Quality have a significant positive simultaneous effect on Purchase Decisions.

The conclusion of this study is that Social Media Marketing has an influence on purchasing decisions. As times progress and trends need to be followed, the researcher hopes that PT. Kharisma Mataram Raya can utilize social media, particularly Instagram, in its marketing efforts to increase sales.

Keywords : Marketing, Social Media Marketing, Instagram, Service Quality, Residential Property, Purchase Decision.