

ABSTRACT

PT AVO Innovation & Technology through the Avoskin brand strives to improve product quality and Social Media Marketing to support consumer purchasing decisions. Social media, especially Instagram, is a strategic platform to reach consumers, increase interaction, and build brand awareness. However, although Avoskin has become one of the leading local skincare brands in Indonesia, there are negative reviews regarding product quality that influence consumer perception and purchasing decisions.

This study aims to analyze the influence of Social Media Marketing and product quality on Avoskin consumer purchasing decisions in Bandung City. With a Quantitative Method approach, data were collected through questionnaires distributed to 100 respondents using a purposive sampling technique. Data analysis was carried out with SPSS. Data were analyzed using multiple linear regression to test the relationship between variables.

The results of the study indicate that Social Media Marketing and product quality have a significant influence on purchasing decisions simultaneously and partially. The product quality variable contributes more than Social Media Marketing in influencing purchasing decisions. This shows the importance of product quality as the main factor considered by consumers in choosing Avoskin products.

Keywords: Social Media Marketing, Product Quality, Purchasing Decision, Avoskin, Bandung City.