

## ABSTRAK

Sektor bisnis yang mengalami perkembangan cepat adalah *marketplace*. Akhir-akhir ini, media sosial sangat berpengaruh untuk kemajuan sebuah bisnis. Penelitian ini bertujuan untuk menguji pengaruh media sosial marketing terhadap keputusan pembelian pada jasa fotografi Infokus Studio. Penelitian ini dilakukan di kota Purwokerto dengan melibatkan sebanyak 100 responden pengambilan sampel dilakukan dengan teknik *accidental sampling*. Data dikumpulkan melalui penyebaran kuisioner dengan menggunakan alat analisis regresi linear berganda. Hasil penelitian ini di peroleh bahwa media sosial marketing menggunakan Instagram berpengaruh positif dan signifikan terhadap keputusan pembelian pada jasa fotografi Infokus Studio di Purwokerto. Media sosial marketing menggunakan Facebook berpengaruh positif dan signifikan terhadap keputusan pembelian pada jasa fotografi Infokus Studio di Purwokerto dan media sosial marketing menggunakan WhatsApp berpengaruh positif dan signifikan terhadap keputusan pembelian pada jasa fotografi Infokus Studio di Purwokerto.

Kata kunci: sosial edia marketing, Instagram, Facebook, Whatsapp, keputusan pembelian

## **ABSTRACT**

*The business sector that is experiencing rapid growth is the marketplace. Recently, social media has had a significant influence on the development of businesses. This study aims to examine the effect of social media marketing on purchasing decisions for photography services at Infokus Studio. The research was conducted in the city of Purwokerto, involving 100 respondents, with the sampling technique carried out using accidental sampling. Data were collected through questionnaires and analyzed using multiple linear regression. The results of this study show that social media marketing using Instagram has a positive and significant effect on purchasing decisions for photography services at Infokus Studio in Purwokerto. Social media marketing using Facebook also has a positive and significant effect on purchasing decisions for photography services at Infokus Studio in Purwokerto, and social media marketing using WhatsApp has a positive and significant effect on purchasing decisions for photography services at Infokus Studio in Purwokerto.*

*Keywords: social media marketing, Instagram, Facebook, Whatsapp, purchase Decision*