

## ABSTRACT

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Title : The Influence of Social media marketing and Brand Image on MIXUE Purchasing Decisions

Indonesia has entered the 4.0 industrial revolution and 5.0 society education, namely the changing times towards the digital era. This digital era is marked by people who do everything using the internet. Social media has become a profitable platform for businesses and consumers to promote and seek information from the product brands offered. This encourages companies to apply the right marketing strategy to make purchasing decisions from social media marketing factors and the brand image of a product. This study uses a quantitative approach with explanatory research methods, which is a type of research that aims to explain and test the hypotheses of the variables in the study. This study explains whether or not there is influence from the X1 social media marketing variable and the X2 brand image variable on the Y variable, namely purchasing decisions. The technique used for sampling is simple random sampling, where each member of the population has the same opportunity to be selected as the sample. Sampling used the Lemeshow formula with a total sampling of 96 respondents. The data collection technique uses a questionnaire data source distributed via Googleform with a Likert scale. The results of this study show that partially and simultaneously there is the influence of social media marketing and brand image on MIXUE purchasing decisions with a significance value on the X1 variable, namely  $0.000 < 0.05$  and  $t \text{ count} > t \text{ table}$ , namely  $27.828 > 1.966$ . Variable X2 is  $0.000 < 0.05$  and  $t \text{ count} > t \text{ table}$  is  $3.305 > 1.966$  and the influence of social media marketing and brand image influences purchasing decisions by 91.4%, and the remaining 8.6 percent is influenced by other variables outside the research..

Keywords: brand image, purchase decision, social media marketing