

**ABSTRACT****THE EFFECT OF SOCIAL MEDIA MARKETING AND INSTAGRAM  
USER-GENERATED CONTENT ON THE DECISION TO USE  
@EVA\_TWINNY MAKE-UP SERVICES****By:****ALLYSIA JASMINE ADINDA**Email: [allysiajasminc769@gmail.com](mailto:allysiajasminc769@gmail.com)

This research aims to explore the factors that influence the decision to use makeup services, with a focus on Social media marketing (X1) and user-generated content (X2) as independent variables and the decision to use (Y) as the dependent variable for makeup services @eva\_twinnny. The era of the industrial revolution in Indonesia triggered increased business competition. Especially in the makeup industry which is developing along with trends and lifestyle changes. This quantitative study analyzed the impact of these two factors on consumer decisions, providing insights into business strategy in the beauty industry. This research used primary data from questionnaires to 107 female Instagram subscribers @eva\_twinnny. Data analysis used multiple linear regressions SPSS statistical application tools to explore the relationship between variables. The research results showed that these two factors have a positive and significant impact on the decision to use makeup services for 107 Instagram followers @eva\_twinnny, both partially and simultaneously. This analysis confirmed that social media marketing and user-generated content have a strong influence on consumer behavior in digital marketing. These two strategies independently and simultaneously have a significant effect on increasing consumer decisions to use @eva\_twinnny makeup services.

**Keywords:** Digital Marketing, Makeup Services.

