

ABSTRACT

SOCIAL MEDIA ACTIVITIES AND PROMOTIONS ON PURCHASING DECISIONS AT LUXURY BRAND VOILA.ID

By

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This thesis aims to analyze the influence of social media activities and promotions on purchasing decisions for the luxury brand voila.id. This type of research is quantitative. The type of data used in this research is primary data. The data collection method in this research used a questionnaire with a sample of 96 respondents. Research results on social media activity variables on purchasing decisions; The calculated t-value is 4.519 and the significance value is 0.000, which shows that social media activity has a significant influence on purchasing decisions. Social media provides a platform where products and brands can be continuously promoted to users. Repeated exposure to information about a product or service can influence perceptions and purchase intention.

Promotion variables on purchasing decisions; The calculated t value is 4.289 and the significance value is 0.000, which shows that promotions have a significant influence on purchasing decisions. Promotions carried out consistently can help build awareness of a brand or product among consumers. The more frequently consumers are exposed to the promotion, the more likely they are to remember and consider the product when making a purchase.

Key Words: luxury brands, Z generation, social media activity, promotion, purchase decision.