

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND SERVICE QUALITY ON PURCHASE DECISION AT GRILL MEN IN METRO CITY

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This research aims to examine the influence of social media marketing and service quality on purchasing decisions at Grill Men in Metro City. Researchers hypothesize that social media marketing and service quality influence purchasing decisions. The research used was quantitative research using survey methods. Analysis tools used were multiple linear regression analysis to determine the influence between the two variables studied. The research results showed that social media marketing had a positive and significant influence on purchasing decisions. Quality Service also had a positive and significant influence on purchasing decisions. Social media marketing and service quality had a positive and significant influence on purchasing decisions. Based on the research results, it can be concluded that social media marketing and service quality can ultimately improve decisions for consumer purchases.

Keywords: *Social Media Marketing, Content Marketing, Service Quality, Purchase Decision*