

## **ABSTRACT**

### ***The Influence of Social Media Marketing and Product Quality on Purchasing Decisions Through Brand Image***

*(Suzuki Cars DKI Jakarta Region)*

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*This research aims to analyze the influence of social media marketing and product quality on decisions to purchase Suzuki cars in DKI Jakarta. Using a quantitative approach and Structural Equation Modeling (SEM) analysis method, this research collected data from respondents who are potential consumers of Suzuki cars. The research results show that social media marketing has a significant positive impact on consumer purchase intentions, with brand image as intervening variables. Apart from that, product quality has also been proven to influence purchasing decisions. These findings provide important insights for companies in formulating more effective marketing strategies and understanding consumer preferences, which can increase Suzuki car sales in a competitive market. It is hoped that this research can become a reference for further studies in the field of marketing, especially in the automotive industry.*

***Keywords:*** *Social Media Marketing, Product Quality, Purchasing Decisions, Brand Image*