

## ABSTRACT

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### THE INFLUENCE OF SOCIAL MEDIA INFLUENCER MARKETING ON BITTERSWEET PURCHASE DECISION MAKING BY NAJLA DURING PANDEMIC.

**Abstract:** *This study aims to know the influence of influencer marketing on social media on purchasing decision making Bittersweet by najla during the pandemic. This type of research is quantitative as much as 59 employees of Pembangunan Jaya University in the Bintaro area.*

*This study uses a quantitative analysis method, which uses in-depth data analysis in the form of numbers. The sampling method used in this study is saturated sample by taking the entire population to be sampled. Data processing and analysis techniques using descriptive analysis, data instrument testing, classical assumption test, correlation and determination test, hypothesis testing.*

*Influencer marketing has a significant effect on the decision making variable  $Y = 0.592 + 0.969X$ . With the value of  $t_{count} > t_{table}$  ( $26.390 > 2,000$ ), the significant effect on variable Y. So,  $H_0$  was rejected and  $H_a$  accepted.*

*These results indicate that the correlation coefficient is 0.961. With a value of  $f_{count} > f_{tabel}$  is ( $696.456 > 4.01$ ), with a significant value of ( $0.000 < 0.05$ ). If,  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that influencer marketing has a significant influence on decision making.*

**Key Word :** *Influencer Marketing, and Decision Making*