

## ABSTRACT

*This study aims to analyze the influence of Social media marketing on brand image and purchasing decisions, as well as the mediating role of brand image in this relationship. This study employed a quantitative research method with 100 respondents. The data analysis technique used in this study was SEM-PLS. The results showed that Social media marketing had no significant effect on brand image, indicating that marketing activities through social media were unable to directly improve brand image in consumers' minds. However, Social media marketing was shown to have a positive and significant effect on purchasing decisions, indicating that the more effective a Social media marketing strategy, the higher the likelihood of consumers making a purchase. Furthermore, brand image also had a positive and significant effect on purchasing decisions, indicating that a positive brand image can improve consumer purchasing decisions. However, brand image was not shown to mediate the relationship between Social media marketing and purchasing decisions, indicating that Social media marketing's influence on purchasing decisions is direct. These findings suggest that companies need to optimize Social media marketing strategies directly to drive purchasing decisions, without relying on enhanced brand image as an intermediary variable.*

*Keywords: Social media marketing, Brand image, Purchase Decision*

