

**ABSTRACT**

**THE INFLUENCE OF SOCIAL MEDIA CAMPAIGN ON PURCHASE  
DECISIONS AT PT. RELIANCE SECURITIES INDONESIA, Tbk.  
TASIKMALAYA REPRESENTATIVE OFFICE**

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*This research aims to explain the influence of Social Media Campaign variables on Purchasing Decisions at PT. Reliance Securities Indonesia, Tbk. Tasikmalaya Representative Office. This research uses explanatory research with a quantitative approach. Data collection was obtained through distributing questionnaires online using Google Form to PT investors. Reliance Securities Indonesia, Tbk. Tasikmalaya Representative Office with the criteria for investors who have an active portfolio and use WhatsApp. The sample used in this research was 40 respondents, the data analysis used was simple linear regression analysis. The research results show that the Social Media Campaign variable has a significant effect on purchasing decisions. Based on the results of this research, PT. Reliance Securities Indonesia, Tbk. The Tasikmalaya Representative Office maintains the media campaign that has been carried out to further strengthen purchasing decisions.*

*Keywords : Social Media Campaign, Purchase Decision, Stock*

## ABSTRAK

**PENGARUH *SOCIAL MEDIA CAMPAIGN* TERHADAP KEPUTUSAN  
PEMBELIAN SAHAM PADA PT. RELIANCE SEKURITAS INDONESIA,  
Tbk. KANTOR PERWAKILAN TASIKMALAYA**

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Penelitian ini bertujuan untuk menjelaskan pengaruh variabel *Social Media Campaign* terhadap Keputusan Pembelian Saham pada PT. Reliance Sekuritas Indonesia, Tbk. Kantor Perwakilan Tasikmalaya. Penelitian ini menggunakan jenis penelitian penjelasan (*explanatory research*) dengan pendekatan kuantitatif. Pengumpulan data diperoleh melalui penyebaran kuesioner secara online menggunakan *google form* kepada investor PT. Reliance Sekuritas Indonesia, Tbk. Kantor Perwakilan Tasikmalaya dengan kriteria investor yang berportofolio aktif dan menggunakan WhatsApps. Sampel yang digunakan dalam penelitian ini berjumlah 40 orang responden, analisis data yang digunakan adalah analisis regresi linear sederhana. Hasil penelitian menunjukkan bahwa variabel *Social Media Campaign* berpengaruh secara signifikan terhadap Keputusan Pembelian. Berdasarkan hasil penelitian ini, sebaiknya PT. Reliance Sekuritas Indonesia, Tbk. Kantor Perwakilan Tasikmalaya mempertahankan *social media campaign* yang telah dilakukan untuk semakin memperkuat keputusan pembelian.

Kata Kunci : *Social Media Campaign*, Keputusan Pembelian, Saham