

ABSTRACT

This research aims to find out how much influence social media marketing, CSR Perception and brand story have on online purchase decisions for local skincare in Bandung by surveying several consumers who live in Bandung City and have purchased local skincare at least once in the online marketplace. The research method used is a descriptive and verification method where the research data used was collected through distributing questionnaires with a total sample of 120 respondents. The research instrument was tested using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation analysis and coefficient of determination. The research results show that each variable gets an average score in the poor category. There is a positive and significant influence between social media marketing, CSR Perception and brand story on online purchase decisions, both simultaneously and partially.

Keywords : Social Media Marketing, CSR Perception, Brand Story, and Online Purchase Decision.