

ABSTRACT

This study aims to analyze the influence of Social Media Marketing and Brand Awareness on purchasing decisions at We The Fork, a 24-hour café and restaurant located in Bandung City. The background of this research stems from the increasingly competitive culinary industry, as well as preliminary data indicating that promotional activities on Instagram have not been optimized and consumer Brand Awareness of We The Fork remains low. These conditions have contributed to unstable revenue and low purchasing decisions. The study employs a quantitative method with descriptive and verificative approaches. Data were collected through questionnaires distributed to followers of We The Fork's Instagram account. The analytical techniques used include multiple linear regression to examine the partial and simultaneous effects of Social Media Marketing and Brand Awareness on purchasing decisions, with data processing conducted using SPSS. The findings indicate that Social Media Marketing and Brand Awareness have a significant influence on purchasing decisions, both simultaneously and partially. This research is expected to provide empirical insights into the relationship among these three variables and serve as a useful reference for academics in theoretical development as well as for We The Fork in enhancing its digital marketing strategies more effectively. Theoretically, this study contributes to the advancement of marketing management literature, particularly regarding the role of Social Media and Brand Awareness in shaping consumer behavior.

Keywords: *Social Media Marketing, Brand Awareness, Purchasing Decisions, We the Fork.*