

ABSTRACT

IIN INDRIAWATI: *The Comparison of Effectiveness Social Media on Purchase Decision.* (under supervision of Mr. Sugiyanto)

The growth of online social networks around the world has created a new place of interaction and communication among people. Individuals can share their knowledge, opinion, and experiences with one another due to the online social network which could provide features and may have an effect on people's behavior in terms of communications and purchasing. The purpose of this study is to examine the effect of online social media on consumers purchasing decision, taking one of the airlines of Indonesia's -Garuda Indonesia as an example.

In order to have a further understanding on consumers' purchasing behavior regarding Garuda Indonesia Airlines on social media, questionnaire with 100 respondents are conducted during the study. The authors found out that social media impact every step of consumers' purchasing decision process to different extent regarding Garuda Indonesia Airlines. The reasons are mainly because Facebook features bring convenience to people, and consumers spend more time on it, and Facebook's features allow consumers to interact with Garuda Indonesia Airlines and consumers could see comments from other consumers and they will be replied by the administrator on Garuda Indonesia Airlines' Facebook page.

Keywords: social networks, social media, purchase decision