



THE INFLUENCE OF SOCIAL MEDIA AMONG PEER ON PURCHASE
DECISION IN KOTA KINABALU

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Peer can be so meaningful on people's lives, but their part in identity advancement has rarely been considered. Some people even depends on their peer when they want to make some decision. The purpose of this study is to examine and discuss the influence of social media among peer on purchase decision in Kota Kinabalu. The focus in this study is everyone who live in Kota Kinabalu and use social media as their medium of communication. This study also only takes respondent who are 18 years old and above. The total of 200 questionnaires was distributed to the potential respondents and there are 209 respondents participate in answering the questionnaire. Cronbach's Alpha reliability test is also used to measure the level of reliability of the research, while Multiple Regression analysis also used to analyze the data which is to show how strong the relationship between both variables and also to show its' significance. Based on the findings from this research, the implication and future research of this research will be discussed in this paper.

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