

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Harga, Kualitas Produk dan *Social Media Marketing* terhadap keputusan pembelian Fore Coffee Secara Online. Populasi dalam penelitian ini adalah Peminum Fore Coffee di Jakarta dan sekitarnya. Sampel yang dipergunakan adalah sebanyak 120 responden, di hitung berdasarkan rumus *Structural Equation Modelling* (SEM). Metode penarikan sampel menggunakan purposive sampling. Metode pengumpulan data menggunakan metode survey, dengan instrument penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square*. Penelitian ini membuktikan harga berpengaruh positif dan signifikan terhadap keputusan pembelian Fore Coffee secara online, kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian Fore Coffee secara online dan *social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian fore coffee secara online.

Kata Kunci: Harga, Kualitas Produk, *Social Media Marketing*, Keputusan Pembelian

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ABSTRACT

This study aims to analyze the effect of Price, Product Quality and Social Media Marketing on Fore Coffee Online purchasing decisions. The population in this study is fore coffee drinkers in Jakarta and its surroundings. The sample used was 120 respondents, calculated based on the Structural Equation Modeling (SEM) formula. The sampling method used purposive sampling. Methods of data collection using survey methods, with the research instrument is a questionnaire. Data analysis method using Partial Least Square. This study proves that price has a positive and significant effect on purchasing decisions for fore coffee online, product quality has a positive and insignificant effect on purchasing decisions for coffee fore online and social media marketing has a positive and significant effect on purchasing decisions for coffee fore online.

Keywords: *Price, product quality, social media marketing, purchasing decisions*

