

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan harga terhadap keputusan pembelian melalui pemasaran media sosial pada brand fashion This Is April. Populasi dalam penelitian ini adalah pengunjung gerai This Is April di Central Park Mall dan sampel dalam penelitian ini adalah 145 responden. Dihitung berdasarkan rumus *Hair et al*, dengan instrument penelitian adalah kuisioner. Metode analisis data yang digunakan adalah teknik PLS (*Partial Least Square*) melalui software statistic SmartPLS-3. Penelitian ini membuktikan bahwa Harga tidak berpengaruh signifikan terhadap keputusan pembelian. Harga berpengaruh positif dan signifikan terhadap pemasaran media sosial. Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Kualitas Produk berpengaruh positif dan signifikan terhadap pemasaran media sosial. Pemasaran Media Sosial berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Harga berpengaruh positif dan signifikan terhadap keputusan pembelian melalui pemasaran media sosial. Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian melalui pemasaran media sosial.

Kata kunci: Kualitas Produk, Harga, Pemasaran Media Sosial, Keputusan Pembelian



ABSTRACT

This study aims to determine the effect of product quality and price on purchasing decisions through social media marketing at the This Is April fashion brand. The population in this study were visitors to the This Is April outlet at Central Park Mall and the sample in this study was 145 respondents. Calculated based on the formula Hair et al, with the research instrument is a questionnaire. The data analysis method used is the PLS (Partial Least Square) technique through the SmartPLS-3 statistical software. This study proves that price has no significant effect on purchasing decisions. Price has a positive and significant effect on social media marketing. Product quality has a positive and significant effect on purchasing decisions. Product quality has a positive and significant effect on social media marketing. Social Media Marketing has a positive and significant effect on Purchase Decisions. Price has a positive and significant effect on purchasing decisions through social media marketing. Product quality has a positive and significant effect on purchasing decisions through social media marketing.

Keywords: Product Quality, Price, Social Media Marketing, Purchase Decision

