

***INFLUENCE OF PRODUCT QUALITY, PRICE, LOCATION, AND SOCIAL MEDIA PROMOTION ON PURCHASE DECISIONS
(CASE STUDY OF SKAYE LAMPUNG CONSUMERS)***

ABSTRACT

By

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This research is to determine the magnitude of the influence of product quality, price, location and social media promotion on purchasing decisions (case study of skaye Lampung consumers). The population in this study were visitors to Skaye Café Lampung, and the sample took the entire population using the non-probability sampling method. The results showed that the variables of product quality, location, and social media promotion partially had a positive and significant effect on consumer purchasing decisions in Skaye Lampung, and price partially had no effect on consumer purchasing decisions in Skaye Lampung. The results also show that product quality, price, location, and social media promotion simultaneously have a significant effect on consumer purchasing decisions in Skaye Lampung. Meanwhile, based on the coefficient of determination (R²) of 0.419 or 41.9%. This shows that 41.9% of the purchasing decision variable can be influenced by product quality (X1), price (X2), location (X3), and social media promotions (X4). While the remaining 58.1% is found in other variables that are not or are not examined in this study.

Keywords : Purchase Decision, Product Quality, Price, Location, Social media promotion, Skaye Lampung.

***PENGARUH KUALITAS PRODUK, HARGA, LOKASI, DAN PROMOSI
MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN
(STUDI KASUS KONSUMEN SKAYE LAMPUNG)***

ABSTRAK

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Penelitian ini untuk mengetahui besaran pengaruh kualitas produk, harga, lokasi dan promosi media sosial terhadap keputusan pembelian (studi kasus konsumen skaye lampung). Populasi dalam penelitian ini adalah pengunjung café skaye lampung, dan sampel mengambil keseluruhan dari populasi dengan menggunakan metode pengambilan sampel *nonprobability sampling*. Hasil penelitian menunjukkan bahwa variabel Kualitas Produk, Lokasi, Dan Promosi media sosial secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di Skaye Lampung, dan Harga secara parsial tidak berpengaruh terhadap keputusan pembelian konsumen di Skaye Lampung. Hasil penelitian juga menunjukkan bahwa kualitas produk, harga, lokasi, dan promosi media sosial secara simultan berpengaruh signifikan terhadap keputusan pembelian konsumen di Skaye Lampung. Sedangkan berdasarkan koefisien determinasi (R^2) sebesar 0,419 atau 41,9%. Hal ini menunjukkan bahwa sebesar 41,9% variabel keputusan pembelian dapat dipengaruhi oleh kualitas produk (X_1), harga (X_2), lokasi (X_3), dan promosi media sosial (X_4). Sedangkan sisanya 58,1% terdapat pada variabel lain yang tidak berada atau tidak diteliti dalam penelitian ini.

Kata Kunci : Keputusan Pembelian, Kualitas Produk, Harga, Lokasi, Promosi Media Sosial, Skaye Lampung.