

ABSTRAK

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Judul : Pengaruh Promosi Media Sosial, Harga, dan Kualitas
Produk Terhadap Keputusan Pembelian Dengan Minat
Beli Sebagai Variabel Intervening Pada Karra Kopi
xvi + 132 hlm

Skripsi ini membahas pengaruh strategi pemasaran yang terdiri dari promosi media sosial, harga, dan kualitas produk terhadap keputusan pembelian konsumen pada Karra Kopi di Cianjur. Penelitian ini berfokus pada bagaimana ketiga faktor tersebut memengaruhi keputusan pembelian, baik secara langsung maupun secara tidak langsung melalui minat beli sebagai variabel intervening, dalam konteks persaingan industri coffee shop yang kian kompetitif.

Penelitian ini merupakan penelitian kuantitatif dengan desain asosiatif. Data primer dikumpulkan melalui penyebaran kuesioner daring kepada konsumen Karra Kopi, dengan teknik purposive sampling terhadap 250 responden. Data diolah menggunakan metode Structural Equation Modeling–Partial Least Squares (SEM-PLS) melalui perangkat lunak SmartPLS.

Hasil penelitian menunjukkan bahwa promosi media sosial, harga, dan kualitas produk masing-masing berpengaruh positif dan signifikan terhadap minat beli maupun keputusan pembelian secara langsung, dengan kualitas produk sebagai faktor paling dominan. Minat beli juga terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian, sekaligus menjadi variabel dengan pengaruh langsung terkuat, serta berperan sebagai mediator parsial dalam hubungan antara promosi media sosial, harga, dan kualitas produk terhadap keputusan pembelian.

Hasil penelitian menyarankan agar Karra Kopi memprioritaskan konsistensi kualitas produk, mempertahankan kebijakan harga yang kompetitif, serta meningkatkan kreativitas konten promosi di media sosial, sambil terus memperkuat minat beli konsumen guna mendorong keputusan pembelian yang lebih efektif.

Kata Kunci: Promosi Media Sosial, Harga, Kualitas Produk, Minat Beli, Keputusan Pembelian.

ABSTRAK

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*Title : The Influence of Social Media Promotion, Price, and
Product Quality on Purchase Decision with Purchase
Intention as an Intervening Variable at Karra Kopi
xvi + 132 pages*

This thesis examines the influence of marketing strategies consisting of social media promotion, price, and product quality on consumer purchasing decisions at Karra Kopi in Cianjur. This study focuses on how these three factors affect purchasing decisions, both directly and indirectly through purchase intention as an intervening variable, within the context of the increasingly competitive coffee shop industry.

This research is a quantitative study with an associative design. Primary data were collected through an online questionnaire distributed to Karra Kopi consumers, using a purposive sampling technique with a total of 250 respondents. The data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with SmartPLS software.

The results show that social media promotion, price, and product quality each have a positive and significant effect on both purchase intention and purchasing decisions directly, with product quality being the most dominant factor. Purchase intention was also found to have a positive and significant effect on purchasing decisions, making it the strongest direct predictor, and it serves as a partial mediator in the relationship between social media promotion, price, and product quality on purchasing decisions.

The results of this research suggest that Karra Kopi should prioritize consistency in product quality, maintain a competitive pricing policy, and enhance the creativity of social media promotional content, while continuing to strengthen consumer purchase intention in order to drive more effective purchasing decisions.

Keywords: *Social Media Promotion, Price, Product Quality, Purchase Intention, Purchase Decision.*