

ABSTRAK

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Judul : Pengaruh Kualitas Pelayanan Promosi Media Sosial dan Harga Produk Terhadap Keputusan Pembelian Konsumen Pada Optik B Riski Cianjur Melalui *Brand Image* Sebagai Variabel Mediasi

Viii+ 158 halaman

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, promosi media sosial, dan harga produk terhadap keputusan pembelian konsumen pada Optik B. Riski Cianjur melalui *brand image* sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan 200 responden dan teknik *purposive sampling*. Analisis data menggunakan SEM-PLS dengan bantuan SmartPLS melalui pengujian *path coefficient*, *t-statistics*, dan *p-value*.

Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh signifikan terhadap *brand image* (0,351; $p=0,000$), promosi media sosial berpengaruh signifikan (0,202; $p=0,004$), sedangkan harga produk tidak berpengaruh signifikan (0,020; $p=0,769$). Kualitas pelayanan (0,128; $p=0,037$), promosi media sosial (0,143; $p=0,031$), dan harga produk (0,192; $p=0,005$) berpengaruh signifikan terhadap keputusan pembelian. *Brand image* juga berpengaruh signifikan terhadap keputusan pembelian (0,389; $p=0,000$) dan menjadi pengaruh langsung terbesar.

Hasil mediasi menunjukkan bahwa *brand image* memediasi pengaruh kualitas pelayanan (0,137; $p=0,000$) dan promosi media sosial (0,079; $p=0,008$) terhadap keputusan pembelian, tetapi tidak memediasi pengaruh harga produk (0,008; $p=0,776$). Nilai R-square *brand image* sebesar 0,221 dan keputusan pembelian sebesar 0,382.

Kata kunci : Kualitas Pelayanan, Promosi Media Sosial, Harga Produk, *Brand Image*, Keputusan Pembelian.

Referensi : 6 buku, 5 artikel jurnal, dan 3 sumber daring

ABSTRACT

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Title : *The Influence of Service Quality, Social Media Promotion, and Product Price on Consumer Purchase Decisions at Optik B Riski Cianjur Through Brand Image as a Mediating Variable*

Viii+ 158 pages

This study aims to analyze the effect of service quality, social media promotion, and product price on consumer purchasing decisions at Optik B. Riski Cianjur through brand image as a mediating variable. This study used a quantitative approach involving 200 respondents selected through purposive sampling. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS through path coefficient, t-statistics, and p-value testing.

The results show that service quality significantly affects brand image (0.351; $p=0.000$), and social media promotion also has a significant effect (0.202; $p=0.004$), while product price has no significant effect (0.020; $p=0.769$). Service quality (0.128; $p=0.037$), social media promotion (0.143; $p=0.031$), and product price (0.192; $p=0.005$) significantly affect purchasing decisions. Brand image also has a significant effect on purchasing decisions (0.389; $p=0.000$) and represents the strongest direct influence.

The mediation results indicate that brand image mediates the effects of service quality (0.137; $p=0.000$) and social media promotion (0.079; $p=0.008$) on purchasing decisions, but does not mediate the effect of product price (0.008; $p=0.776$). The R-square value is 0.221 for brand image and 0.382 for purchasing decisions.

Keywords : *Service Quality, Social Media Promotion, Product Price, Brand Image, Purchasing Decision.*

References : *6 books, 5 journal articles, and 3 online sources*