

ABSTRAKSI

SUSI SAFITRI, 1916120045

PENGARUH MEDIA SOSIAL DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN JELLY POTTER DI KECAMATAN KRESEK

Skripsi. Program Studi Manajemen. 2023

Kata kunci : Media Sosial, Harga, Kepuasan Konsumen

(xii+ 117 + Lampiran)

Penelitian ini dilakukan untuk mengetahui seberapa besar pengaruh Media Sosial dan Harga Terhadap Keputusan Pembelian Jelly Potter di Kecamatan Kresek, Kabupaten Tangerang. Sampel dalam penelitian ini merupakan konsumen Jelly Potter di Kecamatan Kresek, Kabupaten Tangerang. Sampel yang digunakan sebanyak 100 responden. Pada penelitian ini analisis data menggunakan bantuan program *Statistical Package for Social Sciencess* (SPSS) versi 23. Adapun teknik pengujian data yang dilakukan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Uji Normalitas, Uji Analisis Korelasi Parsial, Koefisien Determinasi, Uji Analisis Regresi Berganda, Dan Uji Hipotesis (Uji T Dan Uji F). Dari hasil uji T untuk variable Media Sosial (X1) diperoleh $t_{hitung} = 5,522 > t_{tabel} = 1,984$ dan $sig(p) = 0,000 < 0,05$ maka terdapat pengaruh signifikan dari Media Sosial (X1) terhadap Keputusan Pembelian (Y), sedangkan untuk variabel Harga (X2) diperoleh $t_{hitung} = 2,614 > t_{tabel} = 1,984$ dan $sig(p) = 0,010 < 0,05$ maka terdapat pengaruh signifikan dari Harga (X2) terhadap Keputusan Pembelian (Y). Adapun uji F untuk variabel Sosial Media (X1) dan Harga (X2) diperoleh $F_{hitung} = 53,559 > F_{tabel} = 3,09$ dan $sig(p) = 0,000 < 0,05$ maka dapat disimpulkan bahwa Media Sosial (X1) dan Harga (X2) secara simultan berpengaruh signifikan terhadap Keputusan Pembelian (Y).

ABSTRACT

SUSI SAFITRI, 1916120045

THE INFLUENCE OF SOCIAL MEDIA AND PRICE ON CUSTOMER DECISION IN SMALL FOOD AND BEVERAGES BUSSINESS

Essay. Management. 2023

Key Word : Social Media, Price, Customer Desicions

(xii + 117 + Attachment)

This research was conducted to find out how much influence Social Media and Prices have on Jelly Potter Purchase Decisions in Kresek District, Tangerang Regency. The sample in this study were Jelly Potter consumers in Kresek District, Tangerang Regency. The sample used was 100 respondents. In this study, data analysis used the help of the Statistical Package for Social Sciences (SPSS) version 23. The data testing techniques carried out in this study were Validity Test, Reliability Test, Normality Test, Partial Correlation Analysis Test, Coefficient of Determination, Multiple Regression Analysis Test, and Hypothesis Test (T Test and F Test). From the results of the T test for the variable Social Media (X1) obtained $t_{count} = 5.522 > t_{table} = 1.984$ and $sig(p) = 0.000 < 0.05$, there is a significant influence from Social Media (X1) on Purchase Decisions (Y), while for the price variable (X2) obtained $t_{count} = 2.614 > t_{table} = 1.984$ and $sig(p) = 0.010 < 0.05$, so there is a significant effect of price (X2) on purchasing decisions (Y). As for the F test for the variables Social Media (X1) and Price (X2) obtained $F_{count} = 53.559 > F_{table} = 3.09$ and $sig(p) = 0.000 < 0.05$ it can be concluded that Social Media (X1) and Price (X2) simultaneously significant effect on Purchase Decision (Y).