

ABSTRAK

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Pengaruh Strategi Promosi, Sosial Media, Dan Kualitas Produk, Terhadap Keputusan Pembelian Melalui Citra Merek Pada Produk Skincare Benings (Studi Kasus Pada Mahasiswa Universitas Putra Indonesia “YPTK” Padang

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Strategi Promosi, Sosial Media, dan Kualitas Produk terhadap Keputusan Pembelian pada produk Benings Skincare. Metode pengumpulan data melalui survei dan penyebaran kuesioner, dengan populasi sebanyak 829 orang dan sampel sebanyak 90 responden yang di dapat dari rumus Slovin dengan menggunakan teknik kuantitatif. Teknik analisa data yang digunakan adalah Analisis *Structural Equation Modeling* (SEM) dengan *Partial Least Square* (PLS). Hasil pengujian hipotesis menunjukkan bahwa Strategi promosi berpengaruh positif dan tidak signifikan terhadap keputusan pembelian skincare benings. Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian skincare benings. Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian skincare benings. Strategi promosi berpengaruh positif dan signifikan terhadap keputusan pembelian skincare benings. Sosial media berpengaruh positif dan tidak signifikan terhadap citra merek skincare benings. Kualitas produk berpengaruh positif dan tidak signifikan terhadap citra merek skincare benings. Terdapat pengaruh positif dan tidak signifikan antara citra merek tidak mampu memediasi strategi promosi terhadap keputusan pembelian skincare benings. Terdapat pengaruh positif dan tidak signifikan antara citra merek tidak mampu memediasi sosial media terhadap keputusan pembelian skincare benings. Terdapat pengaruh positif dan tidak signifikan antara citra merek tidak mampu memediasi kualitas produk terhadap keputusan pembelian skincare benings.

Kata Kunci : Strategi Promosi, Sosial Media, Keputusan Pembelian

Dan Citra Merek

ABSTACT

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**The Influence of Promotional Strategies, Social Media, and Product Quality,
on Purchasing Decisions Through Brand Image in Benings Skincare
Products (Case Study of Students at Putra Indonesia University "YPTK"
Padang**

This study aims to determine how much influence Promotion Strategy, Social Media, and Product Quality have on Purchase Decisions on Benings Skincare products. Methods of data collection through surveys and distributing questionnaires, with a population of 829 people and a sample of 90 respondents obtained from the Slovin formula using quantitative techniques. The data analysis technique used is Structural Equation Modeling (SEM) Analysis with Partial Least Square (PLS). Then the results of hypothesis testing show that the promotion strategy has a positive and not significant effect on purchasing decisions for clear skincare. Product quality has a positive and significant effect on purchasing decisions for clear skincare. Brand image has a positive and significant effect on purchasing decisions for clear skincare. The promotion strategy has a positive and significant effect on purchasing decisions for skincare clears. Social media has a positive and not significant effect on the brand image of skincare Clears. Product quality has a positive and not significant effect on the brand image of skincare Clears. There is a positive and insignificant influence between brand image not being able to mediate promotional strategies on purchasing decisions for clear skincare. There is a positive and insignificant influence between brand image not being able to mediate social media on purchasing decisions for clear skincare. There is a positive and insignificant effect between brand image not being able to mediate product quality on purchasing decisions for clear skincare.

**Keywords: Promotion Strategy, Social Media, Purchase Decision and Brand
Image**