

ABSTRACT

This study is to examine the effect of price, social media promotion and competitive advantage on purchasing decisions through product quality on consumers of shoes holic padang. price, social media promotion and competitive advantage, are used as independent variables and purchasing decisions are used as dependent variables. Product quality as an intervening variable. This study was conducted on consumers of shoes holic padang. The method of determining the sample in this study uses the analysis method used is Structural Equation Modeling (SEM) using SmartPLS. The results of the study indicate that there is no significant effect of price on product quality, there is a significant effect of social media promotion on product quality, there is a significant effect of competitive advantage on product quality, there is no significant effect of price on purchasing decisions, there is a significant effect of social media promotion on purchasing decisions, there is a significant effect of competitive advantage on purchasing decisions, there is a significant effect of product quality on purchasing decisions, there is no significant effect of price on purchasing decisions through product quality, there is a significant effect of social media promotion on purchasing decisions through product quality, there is a significant effect of competitive advantage on purchasing decisions through product quality

Keywords: Price, Price Media Promotion, Competitive Advantage, Buyer Decision, Product Quality

ABSTRAK

Penelitian ini adalah untuk menguji pengaruh harga, promosi media sosial dan keunggulan bersaing terhadap keputusan pembelian melalui kualitas produk pada konsumen shoes holic padang. harga, promosi media sosial dan keunggulan bersaing, digunakan sebagai variabel independen dan keputusan pembelian digunakan sebagai variabel dependen. Kualitas produk sebagai variabel intervening. Penelitian ini dilakukan pada konsumen shoes holic padang. Cara penentuan sampel dalam penelitian ini menggunakan metode analisis yang digunakan adalah Structural Equation Modeling (SEM) menggunakan SmartPLS. Hasil penelitian menunjukkan tidak terdapat pengaruh signifikan harga terhadap kualitas produk, terdapat pengaruh signifikan promosi media sosial terhadap kualitas produk, terdapat pengaruh signifikan keunggulan bersaing terhadap kualitas produk, tidak terdapat pengaruh signifikan harga terhadap keputusan pembelian, terdapat pengaruh signifikan promosi media sosial terhadap keputusan pembelian, terdapat pengaruh signifikan keunggulan bersaing terhadap keputusan pembelian, terdapat pengaruh signifikan kualitas produk terhadap keputusan pembelian, tidak terdapat pengaruh signifikan harga terhadap keputusan pembelian melalui kualitas produk, terdapat pengaruh signifikan promosi media sosial terhadap keputusan pembelian melalui kualitas produk, terdapat pengaruh signifikan keunggulan bersaing terhadap keputusan pembelian melalui kualitas produk

Kata Kunci: Harga, Promosi Media Harga, Keunggulan Bersaing, Keputusan Pembeli, Kualitas Produk