

ABSTRAK

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PENGARUH SOSIAL MEDIA MARKETING DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI KONSUMEN SEBAGAI VARIABEL INTERVENING PADA TOKO LIZA KOSMETIK PADANG

Penelitian ini bertujuan untuk mengetahui dan berusaha menganalisis Pengaruh Sosial Media Marketing dan Kualitas Pelayanan terhadap Keputusan Pembelian melalui Minat Beli pada toko Liza Kosmetik Padang. Penelitian ini adalah model *Structural Equation Modeling* (SEM) dengan alat bantu analisi SmartPLS 3.0. Populasi dan sampel penelitian ini adalah pengunjung pada toko Liza Kosmetik Padang. Hasil penelitian menemukan Terdapat pengaruh antara Sosial Media Marketing terhadap Minat Beli. Terdapat pengaruh antara Kualitas Pelayanan terhadap Minat Beli. Terdapat pengaruh antara Sosial Media Marketing terhadap Keputusan Pembelian. Tidak terdapat pengaruh antara Kualitas Pelayanan terhadap Keputusan Pembelian. Terdapat pengaruh antara Minat Beli terhadap Keputusan Pembelian. Minat Beli memediasi Sosial Media Marketing terhadap Keputusan Pembelian. Minat Beli memediasi Kualitas Pelayanan terhadap Keputusan Pembelian.

Kata Kunci: Sosial Media Marketing, Kualitas Pelayanan, Minat Beli, Keputusan Pembelian

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA MARKETING AND SERVICE QUALITY ON PURCHASING DECISIONS THROUGH CONSUMER PURCHASE INTENTION AS AN INTERVENING VARIABLE IN THE LIZA KOSMETIC STORE PADANG

This research aims to determine and try to analyze the influence of social media marketing and service quality on purchasing decisions through purchase interest at the Liza Cosmetics Padang store. This research is a Structural Equation Modeling (SEM) model with the SmartPLS 3.0 analysis tool. The population and sample for this study were visitors to the Liza Cosmetics Padang shop. The research results found that there is an influence between Social Media Marketing on Purchase Interest. There is an influence between Service Quality on Purchase Intention. There is an influence between Social Media Marketing on Purchasing Decisions. There is no influence between Service Quality on Purchasing Decisions. There is an influence between Purchase Interest and Purchase Decisions. Purchase Interest mediates Social Media Marketing on Purchase Decisions. Purchase Interest mediates Service Quality on Purchase Decisions.

Keywords: Social Media Marketing, Service Quality, Purchase Interest, Purchase Decision