

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Sosial Media Marketing Dan Harga Terhadap Keputusan Pembelian Scarlett Whitening By Felicya Angelista Dengan Brand Image Sebagai Variabel Intervening Di Kab. Pasaman Barat. Metode pengumpulan data melalui survei dan mengedarkan kuisisioner, dengan sampel 100 responden. Metode analisis yang digunakan adalah analisis regresi linear berganda dan analisis jalur menggunakan SPSS 19. Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh Sosial Media Marketing secara parsial berpengaruh signifikan terhadap Brand Image, Harga secara parsial tidak berpengaruh signifikan terhadap Brand Image. Serta secara parsial Sosial Media Marketing berpengaruh signifikan terhadap Keputusan Pembelian, Harga secara parsial berpengaruh signifikan terhadap Keputusan Pembelian, Brand secara parsial tidak berpengaruh signifikan terhadap Keputusan Pembelian, Brand Image tidak memediasi hubungan antara Sosial Media Marketing terhadap Keputusan Pembelian, Brand Image tidak memediasi hubungan antara Harga terhadap Keputusan Pembelian.

Kata Kunci : Sosial Media Marketing, Harga, Brand Image, Keputusan Pembelian.

ABSTRACT

This study aims to examine how big the influence of social media marketing and price on purchasing decisions Scarlett Whitening By Felicya Angelista with Brand Image as an Intervening Variable in Kab. West Pasaman. The method of collecting data is through surveys and distributing questionnaires, with a sample of 100 respondents. The analytical method used is multiple linear regression analysis and path analysis using SPSS 19. The results obtained based on the Partial Test (t test) obtained that Social Media Marketing partially has a significant effect on Brand Image, Price partially has no significant effect on Brand Image. And partially Social Media Marketing has a significant effect on Purchase Decisions, Price partially has a significant effect on Purchase Decisions, Brand partially does not have a significant effect on Purchase Decisions, Brand Image does not mediate the relationship between Social Media Marketing on Purchase Decisions, Brand Image does not mediate the relationship between Price on Purchase Decision.

Keywords: Social Media Marketing, Price, Brand Image, Purchase Decision.