

ABSTRAK

Vira Yuniar 18101155310250. Manajemen (2022), “Pengaruh Kualitas Produk, Media Sosial dan Citra Merek terhadap Keputusan Pembelian dengan Kepuasan Pelanggan sebagai Variabel Intervening (study kasus: kepada pelanggan Butik AMU)” dibawah bimbingan bapak Emil Salim, SE., MM dan ibu Ai Elis Karlinda, SE., MM.

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Kualitas Produk, Media Sosial dan Citra Merek terhadap Keputusan Pembelian dengan Kepuasan Pelanggan sebagai Variabel Intervening. Sampel dalam penelitian ini berjumlah 85 responden. Populasi dalam penelitian ini adalah pelanggan yang memesan baju pada Butik AMU pada tahun 2020/2021 sebanyak 108 orderan.

Hasil penelitian ini yaitu (1)Terdapat pengaruh positif dan signifikan antara Kualitas Produk terhadap Kepuasan Pelanggan pada Butik AMU.(2)Terdapat pengaruh positif dan signifikan antara Media Sosial terhadap Kepuasan Pelanggan pada Butik AMU.(3)Terdapat pengaruh positif dan signifikan antara Citra Merek terhadap Kepuasan Pelanggan pada Butik AMU.(4)Terdapat pengaruh positif dan signifikan antara Kualitas Produk terhadap Keputusan Pembelian pada Butik AMU.(5)Terdapat pengaruh positif dan signifikan antara Media Sosial terhadap Keputusan Pembelian pada Butik AMU.(6)Terdapat pengaruh positif dan signifikan antara Citra Merek terhadap Keputusan Pembelian pada Butik AMU.(7)Terdapat pengaruh positif dan signifikan antara Kepuasan Pelanggan terhadap Keputusan Pembelian pada Butik AMU.(8)Kepuasan Pelanggan mampu memediasi Kualitas Produk terhadap Keputusan Pembelian.(9)Kepuasan Pelanggan mampu memediasi Media Sosial terhadap Keputusan Pembelian.(10)Kepuasan Pelanggan mampu memediasi Citra Merek terhadap Keputusan Pembelian.

Kata Kunci: kualitas produk, media sosial, citra merek, keputusan pembelian, dan kepuasan pelanggan.

ABSTRACT

Vira Yuniar 18101155310250. Management (2022), "The Influence of Product Quality, Social Media and Brand Image on Purchase Decisions with Customer Satisfaction as an Intervening Variable (case study: to customers of AMU Boutique)" under the guidance of Mr. Emil Salim, SE., MM and Mrs. Ai Elis Karlinda, SE., MM.

This study aims to examine how big the influence of product quality, social media and brand image on purchasing decisions with customer satisfaction as an intervening variable. The sample in this study amounted to 85 respondents. The population in this study were customers who ordered clothes at the AMU Boutique in 2020/2021 as many as 108 orders.

The results of this study are (1) There is a positive and significant influence between Product Quality on Customer Satisfaction at AMU Boutique. (2) There is a positive and significant influence between Social Media on Customer Satisfaction at AMU Boutique. (3) There is a positive and significant influence between Image Brand on Customer Satisfaction at AMU Boutiques. (4) There is a positive and significant influence between Product Quality on Purchase Decisions at AMU Boutiques. (5) There is a positive and significant influence between Social Media on Purchase Decisions at AMU Boutiques. (6) There is a positive influence and significant between Brand Image on Purchase Decisions at AMU Boutiques. (7) There is a positive and significant influence between Customer Satisfaction on Purchase Decisions at AMU Boutiques. (8) Customer Satisfaction is able to mediate Product Quality on Purchase Decisions. (9) Customer Satisfaction is able to mediate Social Media on Purchase Decisions. (10) Customer Satisfaction is able to mediate Me Image account of the Purchase Decision.

Keywords: *product quality, social media, brand image, purchasing decisions, and customer satisfaction.*