ABSTRACT

Based on a survey conducted by Katadata Insight Center (KIC) it shows that the largest proportion of online transactions occurs in the millennial generation aged 26-35 years. The number of product purchases that are most sought after and purchased on e-commerce, namely fashion products and accessories in 2021. It is known that currently 3second fashion products experience several phenomena that can influence product purchasing decisions, for example in terms of social media marketing used, brand image, and perceptions product quality. This research was conducted with the aim of analyzing and proving that there is an influence between social media marketing, brand image, and perceived quality on purchasing decisions. The population in this study were 3second fashion brand consumers in DKI Jakarta with a total sample of 100 respondents using non-probability sampling techniques and purposive sampling methods. This research uses quantitative methods. The software used is the SmartPLS version 3 application. The results of this study show that social media marketing, brand image, and perceived quality have a positive and significant influence on purchasing decisions for 3second local fashion brand products in DKI Jakarta.

Keyword : purchase decision, social media marketing, brand image, perceived quality

ABSTRAK

Berdasarkan survei yang dilakukan oleh Katadata Insight Center (KIC) menunjukkan proporsi terbesar dalam jumlah transaksi online terjadi pada generasi milenial berumur 26-35 tahun. Jumlah pembelian produk paling banyak dicari dan dibeli pada e-commerce yaitu produk fashion dan aksesoris pada tahun 2021. Diketahui saat ini produk fashion 3second mengalami beberapa fenomena yang dapat mempengaruhi keputusan pembelian produk misalnya dari segi social media marketing yang digunakan, citra merek, dan persepsi kualitas terhadap produk. Penelitian ini dilakukan dengan tujuan untuk menganalisis dan membuktikan adanya pengaruh antara social media marketing, citra merek, dan persepsi kualitas terhadap keputusan pembelian. Populasi pada penelitian ini yaitu konsumen brand fashion 3second di DKI Jakarta dengan jumlah sampel sebanyak 100 responden menggunakan teknik non-probability sampling dan metode purposive sampling. Penelitian ini menggunakan metode kuantitatif. Software yang digunakan yaitu aplikasi SmartPLS versi 3. Hasil dari penelitian ini menunjukkan variabel social media marketing, citra merek, dan persepsi kualitas memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk brand fashion lokal 3second di DKI Jakarta.

Kata Kunci : keputusan pembelian, social media marketing, citra merek, persepsi kualitas