

***THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES,
BRAND IMAGE, AND PERCEIVED QUALITY ON PURCHASE DECISION
OF SOMETHINC PRODUCTS***

By Mahira Fadia Irham

Abstract

The rapid growth of the local cosmetics industry in Indonesia is driven by consumers' preference for local brands and the use of social media as a primary marketing channel. This research is a quantitative study that aims to identify and analyze the effect of social media marketing activities, brand image, and perceived quality both directly and indirectly on purchase decision. This study uses 135 respondents who are Somethinc customers residing or engaging in activities in the Jabodetabek area and are 17 years old and above as a primary data. Secondary data were collected from various reference sources relevant to the study. This study used purposive sampling techniques, and analyzed using descriptive and inferential analysis approach with the assistance of SmartPLS software. This study shows the results that: (i) Social Media Marketing Activities have a significant effect on Purchase Decision, (ii) Brand Image has a significant effect on Purchase Decision, (iii) Perceived Quality has a significant effect on Purchase Decision.

Keywords: *Social Media Marketing Activities, Brand Image, Perceived Quality, Purchase Decision*

**PENGARUH *SOCIAL MEDIA MARKETING ACTIVITIES*, *BRAND IMAGE*,
DAN *PERCEIVED QUALITY* TERHADAP *PURCHASE DECISION*
PRODUK SOMETHINC**

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Abstrak

Pesatnya pertumbuhan industri kosmetik lokal di Indonesia didorong oleh preferensi konsumen terhadap merek lokal dan pemanfaatan media sosial sebagai sarana pemasaran utama. Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui dan menganalisis pengaruh dari *social media marketing activities*, *brand image*, dan *perceived quality* baik secara langsung maupun tidak langsung terhadap *purchase decision*. Data primer dalam penelitian ini diperoleh dari 135 responden dari pelanggan Somethinc yang berdomisili atau beraktivitas di Jabodetabek dengan usia 17 tahun ke atas dan data sekunder diperoleh melalui berbagai sumber referensi yang relevan dengan penelitian. Pengambilan sampel menggunakan *purposive sampling* dan data dianalisis dengan metode analisis deskriptif serta inferensial menggunakan bantuan *software* SmartPLS. Penelitian ini menghasilkan bahwa (i) *Social Media Marketing Activities* berpengaruh signifikan terhadap *Purchase Decision*, (ii) *Brand Image* berpengaruh signifikan terhadap *Purchase Decision*, (iii) *Perceived Quality* berpengaruh signifikan terhadap *Purchase Decision*.

Kata Kunci: Aktivitas Pemasaran Media Sosial, Citra Merek, Persepsi Kualitas, Keputusan Pembelian