

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing*, harga, dan kualitas produk terhadap keputusan pembelian *sunscreen* merek Facetology di Surabaya. Populasi dalam penelitian ini adalah konsumen yang pernah membeli dan menggunakan produk *sunscreen* Facetology di wilayah Surabaya, Jawa Timur. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis regresi linier berganda.

Sampel dalam penelitian ini berjumlah 100 responden yang ditentukan melalui teknik *non-probability sampling* dengan pendekatan *purposive sampling*. Instrumen penelitian menggunakan kuesioner yang disusun berdasarkan indikator teori masing-masing variabel, dan telah diuji validitas dan reliabilitasnya. Teknik analisis data dilakukan melalui uji F, koefisien determinasi ( $R^2$ ), serta uji t untuk menguji signifikansi pengaruh antar variabel.

Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian. Hal ini mengindikasikan bahwa strategi pemasaran melalui media sosial yang efektif mampu mendorong konsumen untuk mengambil keputusan pembelian. Harga juga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Artinya, konsumen cenderung melakukan pembelian apabila harga dinilai wajar, kompetitif, dan sepadan dengan manfaat produk. Selanjutnya, kualitas produk terbukti memberikan pengaruh positif dan signifikan terhadap keputusan pembelian, yang menunjukkan bahwa konsumen lebih terdorong membeli apabila produk dinilai aman, dan nyaman digunakan.

**Kata Kunci** : *Social Media Marketing*, Harga, Kualitas Produk, dan Keputusan Pembelian

## **ABSTRACT**

*This research determines the effect of social media marketing, price and product quality on the purchasing decisions of sunscreen Facetology in Surabaya. The population consists of customers who have ever purchased and used Facetology sunscreen in Surabaya, East Java. The research applies a quantitative approach with multiple linear regressions analysis.*

*The data collection technique used was non-probability sampling with a purposive sampling approach. In line with that, 100 respondents were taken as samples. Furthermore, the instrument in the data collection technique was a questionnaire that was compiled based on the theoretical indicators of each variable, and has been tested for validity and reliability. Moreover, the data analysis technique used F test, determination coefficient ( $R^2$ ), also t test to test the significance of the effect of each independent variable on the dependent variable.*

*The result shows that social media marketing has a positive and significant effect on purchasing decisions. This indicates that the marketing strategy through effective social media has encouraged customers to make purchasing decisions. Likewise, price also has a positive and significant effect on the purchasing decisions. It means that the customers tend to do the purchasing if the price is reasonable, competitive, and worth the products' benefits. Similarly, the product quality is proven to have a positive and significant effect on purchasing decisions, which shows that customers are more motivated to buy if the product is considered safe, and comfortable to use.*

**Keywords:** *social media marketing, price, product quality, and purchasing decisions.*

