

ABSTRAK

PENGARUH KUALITAS PRODUK, HARGA DAN IKLAN MEDIA SOSIAL INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN *COFFEE BEER* DI BANDAR LAMPUNG

Oleh

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Penelitian ini mengkaji pengaruh kualitas produk, harga dan iklan media sosial instagram terhadap keputusan pembelian *Coffee Beer* pada konsumen *Coffee Beer* Kita di Bandar Lampung. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan explanatory research. Sampel pada penelitian ini adalah konsumen *Coffee Beer* Kita yang pernah melakukan pembelian di *Coffee Beer* Kita, dengan jumlah responden sebanyak 100 orang, yang dilakukan dengan teknik *accidental sampling*. Analisis data dilakukan dengan menggunakan analisis deskriptif dan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa kualitas produk, harga dan iklan media sosial instagram berpengaruh terhadap keputusan pembelian, hal ini menunjukkan bahwa keputusan pembelian *Coffee Beer* dipengaruhi oleh kualitas produk, harga dan iklan media sosial instagram.

Kata kunci: Kualitas Produk, Harga, Iklan Media Sosial Instagram dan Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRICE AND SOSIAL MEDIA INSTAGRAM ADVERTISING ON PURCHASE DECISION OF COFFEE BEER IN BANDAR LAMPUNG

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This study examines the effect of product quality, price and Instagram social media advertising on Coffee Beer purchasing decisions for Coffee Beer Kita consumers in Bandar Lampung. This research is quantitative research with an explanatory research approach. The sample in this study is Coffee Beer Kita consumers who have made a purchase at Coffee Beer Kita, with a total of 100 respondents, which was done by accidental sampling technique. Data analysis was performed using descriptive analysis and multiple linear regression analysis. The results of this study indicate that product quality, price and Instagram social media advertising affect purchasing decisions, this shows that Coffee Beer purchasing decisions are influenced by product quality, prices and Instagram social media advertising.

Keywords: Quality Product , Price , instagram social media advertising and Purchasing decisions