

ABSTRAK

PENGARUH *SOCIAL MEDIA MARKETING* TERHADAP KEPUTUSAN PEMBELIAN *ONLINE SHOPEE* DI BANDAR LAMPUNG

Oleh

Muhammad Rizki Alviyandi

Shopee sebagai platform e-commerce di Indonesia mengalami pertumbuhan signifikan dalam beberapa tahun terakhir, terutama melalui penggunaan strategi pemasaran digital. Salah satu strategi yang paling dominan adalah *Social Media Marketing*, di mana Shopee menggunakan media sosial untuk mempromosikan produk kepada konsumen. Konsumen kerap kali terpapar konten promosi, ulasan, serta testimoni pengguna lain yang dapat memengaruhi keputusan pembelian. Penelitian ini bertujuan untuk menginvestigasi pengaruh *Social Media Marketing* terhadap Keputusan Pembelian online konsumen Shopee di Bandar Lampung. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh melalui kuesioner yang disebarikan kepada 150 konsumen. Pengambilan sampel dilakukan dengan metode *Nonprobability Sampling* menggunakan teknik *Purposive Sampling*. Penelitian ini menggunakan analisis regresi linier berganda serta uji parsial (Uji-t). Hasil penelitian menunjukkan bahwa secara simultan, *Social Media Marketing* berpengaruh signifikan terhadap Keputusan Pembelian konsumen. Secara parsial, dimensi *Content Creation*, *Content Sharing*, *Connecting*, dan *Community Building* berpengaruh signifikan terhadap Keputusan Pembelian konsumen di Bandar Lampung.

Kata Kunci: *Content Creation*, *Content Sharing*, *Connecting*, *Community Building*, Keputusan Pembelian, *Social Media Marketing*

ABSTRACT

The Influence of Social Media Marketing on Online Purchase Decision for Shopee in Bandar Lampung

By

Muhammad Rizki Alviyandi

Shopee, as an e-commerce platform in Indonesia, has experienced significant growth in recent years, primarily through the use of digital marketing strategies. One of the most prominent strategies is Social Media Marketing, where Shopee utilizes social media to promote products to consumers. Consumers are frequently exposed to promotional content, reviews, and testimonials from other users, which can influence their purchase decisions. This study aims to investigate the impact of Social Media Marketing on the online Purchase Decisions of Shopee consumers in Bandar Lampung. The data used in this research is primary data obtained through questionnaires distributed to 150 consumers. Sampling was conducted using Nonprobability Sampling with a Purposive Sampling technique. This study applies multiple linear regression analysis and a partial test (t-test). The findings indicate that Social Media Marketing significantly influences consumers' Purchase Decisions in a simultaneous manner. Partially, the dimensions of Content Creation, Content Sharing, Connecting, and Community Building each have a significant effect on consumers' Purchase Decisions in Bandar Lampung.

Keywords: Content Creation, Content Sharing, Connecting, Community Building, Purchase Decision, Social Media Marketing