

ABSTRAK

PENGARUH *SOCIAL MEDIA MARKETING*, *INTEGRATED MARKETING COMMUNICATION (IMC)*, DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA KONSUMEN CHATIME DI KOTA BANDAR LAMPUNG)

Oleh

ANNISA MUTIARA WULANSARI

Bubble tea adalah jenis minuman yang kini digandrungi masyarakat karena cita rasanya yang unik dan sudah menjadi gaya hidup khususnya pada generasi Z dan milenial. Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing*, *integrated marketing communication*, dan *brand image* terhadap keputusan pembelian produk Chatime di Kota Bandar Lampung. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan menggunakan metode *explanatory research*. Populasi penelitian ini merupakan konsumen Chatime di Kota Bandar Lampung. Data diperoleh dari penyebaran kuesioner dengan skala *likert* menggunakan teknik *purposive sampling* berjumlah 100 responden. Analisis data menggunakan *SPSS windows ver 25*. Berdasarkan hasil penelitian dan analisis data menunjukkan bahwa secara parsial *social media marketing* berpengaruh secara signifikan terhadap keputusan pembelian, secara parsial *integrated marketing communication* berpengaruh secara signifikan terhadap keputusan pembelian, secara parsial *brand image* berpengaruh secara signifikan terhadap keputusan pembelian, secara simultan *social media marketing*, *integrated marketing communication*, dan *brand image* berpengaruh secara signifikan terhadap keputusan pembelian.

Kata Kunci: *Social Media Marketing*, *Integrated Marketing Communication*, *Brand Image*, Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING, INTEGRATED MARKETING COMMUNICATION (IMC), AND BRAND IMAGE ON PURCHASING DECISIONS (STUDY ON CHATIME CONSUMERS IN BANDAR LAMPUNG CITY)

By

ANNISA MUTIARA WULANSARI

Bubble tea is a type of drink that is now loved by the public because of its unique taste and has become a lifestyle, especially in generation Z and millennials. This study aims to determine the effect of social media marketing, integrated marketing communication, and brand image on purchasing decisions for Chatime products in Bandar Lampung City. The type of research used is quantitative research using the explanatory research method. The population of this study were Chatime consumers in Bandar Lampung City. Data obtained from distributing questionnaires with a Likert scale using purposive sampling technique totaling 100 respondents. Based on the results of research and data analysis, it shows that partially social media marketing has a significant effect on purchasing decisions, partially integrated marketing communication has a significant effect on purchasing decisions, partially brand image has a significant effect on purchasing decisions, simultaneously social media marketing, integrated marketing communication, and brand image have a significant effect on purchasing decisions.

Keywords: Social Media Marketing, Integrated Marketing Communication, Brand Image, Purchase Decision