

## **ABSTRAK**

### **PENGARUH PEMASARAN VIDEO PENDEK, PERSEPSI MEREK, DAN FAKTOR INDIVIDU TERHADAP KEPUTUSAN PEMBELIAN SOUR SALLY DI BANDAR LAMPUNG (KAJIAN POLA KONSUMSI SEHAT DALAM MENDUKUNG TERWUJUDNYA *SUSTAINABLE DEVELOPMENT GOALS*)**

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Meningkatnya kesadaran terhadap gaya hidup sehat dan konsumsi berkelanjutan, sejalan dengan Tujuan Pembangunan Berkelanjutan nomor 3, mendorong konsumen lebih selektif dalam memilih produk makanan dan minuman. Penelitian ini bertujuan menganalisis pengaruh pemasaran video pendek, persepsi merek, dan faktor individu terhadap keputusan pembelian Sour Sally di Bandar Lampung. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden dan dianalisis menggunakan regresi linear berganda. Hasil menunjukkan bahwa pemasaran video pendek berpengaruh positif namun tidak signifikan terhadap keputusan pembelian, sedangkan persepsi merek dan faktor individu berpengaruh positif dan signifikan. Secara simultan, ketiga variabel menjelaskan 62,9% variasi keputusan pembelian, yang menunjukkan bahwa keputusan pembelian lebih dipengaruhi oleh persepsi merek dan nilai individu yang berorientasi pada kesehatan.

**Kata Kunci: Perilaku Konsumsi Sehat, Pemasaran Video Pendek, Persepsi Merek, Faktor Individu, Keputusan Pembelian**

## **ABSTRACT**

### ***THE INFLUENCE OF SHORT VIDEO MARKETING, BRAND PERCEPTION, AND INDIVIDUAL FACTORS ON PURCHASE DECISIONS OF SOUR SALLY IN BANDAR LAMPUNG (A STUDY OF HEALTHY CONSUMPTION PATTERNS IN SUPPORTING THE ACHIEVEMENT OF THE SUSTAINABLE DEVELOPMENT GOALS)***

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*The increasing awareness of healthy lifestyles and sustainable consumption, in line with Sustainable Development Goal number 3, has encouraged consumers to be more selective in choosing food and beverage products. This study aims to analyze the influence of short video marketing, brand perception, and individual factors on the purchase decisions of Sour Sally consumers in Bandar Lampung. This research employs a quantitative approach using a survey method involving 100 respondents and is analyzed using multiple linear regression. The results indicate that short video marketing has a positive but insignificant effect on purchase decisions, while brand perception and individual factors have a positive and significant effect. Simultaneously, all variables explain 62.9% of the variance in purchase decisions, indicating that purchase decisions are primarily influenced by strong brand perception and health-oriented individual values.*

***Keywords: Healthy Consumption Behavior, Short Video Marketing, Brand Perception, Individual Factors, Purchase Decision***