

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Social Media Marketing*, Harga dan Fasilitas Terhadap Keputusan Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh Menyewa Indekos di Kecamatan Muara Satu Kota Lhokseumawe secara parsial. Data yang digunakan adalah data primer yang diperoleh melalui penyebaran kuesioner secara langsung dan melalui *Google Form* kepada 102 responden. Uji instrumen terdiri atas uji validitas dan uji reliabilitas menggunakan metode Cronbach's Alpha. Uji asumsi klasik meliputi uji normalitas, uji heteroskedastisitas, dan uji multikolinearitas. Teknik analisis data yang digunakan adalah regresi linier berganda dan koefisien determinasi (R^2) dengan bantuan SPSS versi 27. Uji hipotesis menggunakan uji t. Hasil penelitian menunjukkan bahwa variabel *Social Media Marketing* memiliki nilai signifikansi 0,220 dan $t_{hitung} 1,235 < t_{tabel} 1,984$, sehingga tidak berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel Harga memiliki nilai signifikansi 0,000 dan $t_{hitung} 4,227 > t_{tabel} 1,984$, sehingga berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel Fasilitas memiliki nilai signifikansi 0,000 dan $t_{hitung} 4,686 > t_{tabel} 1,984$, sehingga berpengaruh positif dan signifikan terhadap keputusan pembelian. Dengan demikian, secara parsial Hargadan Fasilitas berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan *Social Media Marketing* tidak berpengaruh positif dan signifikan.

Kata Kunci : *Social Media Marketing*, Harga, Fasilitas, Keputusan Menyewa Indekos.

ABSTRACT

This study aims to examine the partial influence of Social Media Marketing, Price, and Facilities on the decision of students of the Faculty of Economics and Business, Malikussaleh University, to rent boarding houses in Muara Satu District, Lhokseumawe City. The study employed primary data collected through the distribution of questionnaires, both directly and via Google Forms, to 102 respondents. The research instruments were tested using validity and reliability tests with Cronbach's Alpha. The classical assumption tests included the normality test, heteroscedasticity test, and multicollinearity test. Data were analyzed using multiple linear regression analysis and the coefficient of determination (R^2) with the assistance of SPSS version 27. Hypothesis testing was conducted using the t -test. The findings indicate that the Social Media Marketing variable has a significance value of 0.220 and a t -value of 1.235, which is lower than the t -table value of 1.984, indicating that it does not have a positive and significant effect on the decision to rent boarding houses. Meanwhile, the Price variable has a significance value of 0.000 and a t -value of 4.227, which is higher than the t -table value of 1.984, indicating a positive and significant effect on the decision to rent boarding houses. Similarly, the Facilities variable has a significance value of 0.000 and a t -value of 4.686, which exceeds the t -table value of 1.984, indicating a positive and significant effect on the decision to rent boarding houses. Therefore, partially, Price and Facilities have a positive and significant influence on students' decisions to rent boarding houses, whereas Social Media Marketing does not have a positive and significant influence.

Keywords : Social Media Marketing, Price, Facilities, Boarding House Rental Decision