ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, kualitas produk, dan social media marketing terhadap keputusan pembelian produk Glad2Glow pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh secara parsial. Penelitian ini menggunakan data primer yang diperoleh melalui penyebaran kuesioner menggunakan Google Form kepada 150 responden. Instrumen penelitian diuji menggunakan uji validitas dan uji reliabilitas dengan metode *Cronbach's Alpha*. Analisis data dilakukan dengan regresi linear berganda menggunakan bantuan SPSS versi 22, yang didahului dengan uji asumsi klasik meliputi uji normalitas, multikolinearitas, dan heterokedastisitas. Pengujian hipotesis dilakukan menggunakan uji t dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi 0,005 dan t_{hitung} 2,861 > t_{tabel} 1,976, sehingga hipotesis pertama diterima. Kualitas produk juga berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi 0,000 dan t_{hitung} 3,766 > t_{tabel} 1,976, sehingga hipotesis kedua diterima. Sebaliknya, *social media marketing* tidak berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi 0,269 dan t_{hitung} 1,109 < t_{tabel} 1,976, sehingga hipotesis ketiga ditolak. Dengan demikian, keputusan pembelian Glad2Glow lebih dipengaruhi oleh citra merek dan kualitas produk dibandingkan *social media marketing*.

Kata Kunci : Citra Merek, Kualitas Produk, *Social Media Marketing*, Keputusan Pembelian, Glad2Glow

ABSTRACT

This study aims to analyze the effect of brand image, product quality, and social media marketing on the purchase decision of Glad2Glow products among students of the Faculty of Economics and Business, Malikussaleh University, partially. This study used primary data collected through questionnaires distributed via Google Forms to 150 respondents. The research instrument was tested using validity and reliability tests with the Cronbach's Alpha method. Data were analyzed using multiple linear regression with the assistance of SPSS version 22, preceded by classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing was conducted using the t-test and the coefficient of determination (R^2). The results showed that brand image had a positive and significant effect on purchase decisions, with a significance value of 0.005 and a t-value of 2.861, which was greater than the t-table value of 1.976; therefore, the first hypothesis was accepted. Product quality also had a positive and significant effect on purchase decisions, with a significance value of 0.000 and a t_{value} of 3.766, which was greater than the t_{table} value of 1.976; thus, the second hypothesis was accepted. Meanwhile, social media marketing had no positive and significant effect on purchase decisions, with a significance value of 0.269 and a t_{value} of 1.109, which was lower than the t_{table} value of 1.976; therefore, the third hypothesis was rejected. In conclusion, purchase decisions for Glad2Glow products were more strongly influenced by brand image and product quality than by social media marketing.

Keywords *: Brand Image. Product Quality, Social Media Marketing, Purchase Decisions. Glad2Glow*