## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Social Media Marketing* terhadap Keputusan Pembelian konsumen pada UMKM Daphu Intan di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif asosiatif dengan analisis regresi linear sederhana. Sampel penelitian berjumlah 100 responden yang merupakan konsumen Daphu Intan dan pengguna media sosial. Data dikumpulkan melalui kuesioner dengan skala Likert.

Hasil penelitian menunjukkan bahwa *Social Media Marketing* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, dengan nilai t hitung sebesar 12,232 > t tabel 1,984 dan signifikansi 0,000 < 0,05. Nilai $R^2$ sebesar 0,604 menunjukkan bahwa Social Media Marketing berkontribusi sebesar 60,4% terhadap Keputusan Pembelian, sedangkan 39,6% dipengaruhi faktor lain. Dengan demikian, *Social Media Marketing* melalui *content creation*, *content sharing*, *connecting*, dan *community building* berperan dalam meningkatkan Keputusan Pembelian konsumen pada UMKM Daphu Intan.



**Kata Kunci: *Social Media Marketing*, Keputusan Pembelian, UMKM.**

## ABSTRACT

*This study aims to determine the effect of Social Media Marketing on Consumer Purchase Decisions at Daphu Intan MSME in Lhokseumawe City. This research employed an associative quantitative approach using simple linear regression analysis. The sample consisted of 100 respondents who were Daphu Intan consumers and social media users. Data were collected through questionnaires using a Likert scale.*

*The results showed that Social Media Marketing had a positive and significant effect on Consumer Purchase Decisions, with a t-value of 12.232 > t-table of 1.984 and a significance value of 0.000 < 0.05. The coefficient of determination ($R^2$) of 0.604 indicates that Social Media Marketing contributes 60.4% to Consumer Purchase Decisions, while the remaining 39.6% is influenced by other factors. Thus, Social Media Marketing through content creation, content sharing, connecting, and community building plays an important role in influencing Consumer Purchase Decisions at Daphu Intan MSME.*



***Keywords: Social Media Marketing, Consumer Purchase Decision, MSME.***