

**PENGARUH *SOCIAL MEDIA MARKETING ACTIVITIES*,
ELECTRONIC WORD OF MOUTH DAN KUALITAS PRODUK
TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN UNIQLO
(Survei pada Konsumen Uniqlo di Daerah Istimewa Yogyakarta)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Social Media Marketing Activities*, *Electronic Word Of Mouth* dan Kualitas Produk terhadap Keputusan Pembelian Konsumen Uniqlo di Daerah Istimewa Yogyakarta. Data diperoleh dengan pendekatan kuantitatif yang menggunakan metode survei menggunakan kuesioner yang dibagikan melalui Google Formulir sebagai instrumen pengumpulan data, dengan jumlah responden sebanyak 110 orang. Populasi dalam penelitian ini adalah konsumen Uniqlo di Daerah Istimewa Yogyakarta, menggunakan data primer dengan metode *purposive sampling*. Kriteria responden dalam penelitian ini merupakan konsumen Uniqlo di Daerah Istimewa Yogyakarta yang telah melakukan pembelian produk Uniqlo. Teknik analisis data yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa 1) *Social Media Marketing Activities*, *Electronic Word Of Mouth* dan Kualitas Produk secara bersama-sama berpengaruh signifikan terhadap Keputusan Pembelian, 2) *Social Media Marketing Activities* berpengaruh signifikan terhadap Keputusan Pembelian, 3) *Electronic Word Of Mouth* berpengaruh signifikan terhadap Keputusan Pembelian, 4) Kualitas Produk berpengaruh signifikan terhadap Keputusan Pembelian.

Kata Kunci: *Social Media Marketing Activities*, *Electronic Word Of Mouth*, Kualitas Produk, Keputusan Pembelian

**THE INFLUENCE OF SOCIAL MEDIA MARKETING
ACTIVITIES, ELECTRONIC WORD OF MOUTH AND PRODUCT
QUALITY ON UNIQLO CONSUMER PURCHASING DECISIONS**

(Survey of Uniqlo Consumers in the Special Region of Yogyakarta)

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ABSTRACT

This study aims to determine the influence of Social Media Marketing Activities, Electronic Word Of Mouth and Product Quality on Uniqlo Consumer Purchasing Decisions in the Special Region of Yogyakarta. Data was obtained using a quantitative approach using a survey method using a questionnaire distributed via Google Forms as a data collection instrument, with a total of 110 respondents. The population in this research is Uniqlo consumers in the Special Region of Yogyakarta, using primary data with a purposive sampling method. The criteria for respondents in this research are Uniqlo consumers in the Special Region of Yogyakarta who have purchased Uniqlo products. The data analysis technique used is multiple linear regression. The research results show that 1) Social Media Marketing Activities, Electronic Word Of Mouth and Product Quality together have a significant effect on Purchasing Decisions, 2) Social Media Marketing Activities has a significant effect on Purchasing Decisions, 3) Electronic Word Of Mouth has a significant effect on purchasing decisions, 4) Product quality has a significant effect on purchasing decisions.

Keywords: Social Media Marketing Activities, Electronic Word Of Mouth, Product Quality, Purchasing Decisions