

ANALISIS PENGARUH PROMOSI MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN PADA UMKM QUEENDA COOKIES

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Abstrak

Penelitian ini bertujuan untuk menganalisis promosi media sosial, keputusan pembelian konsumen, serta pengaruh promosi media sosial terhadap keputusan pembelian pada UMKM *Queenda Cookies*. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan pendekatan asosiatif. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 100 orang yang ditentukan menggunakan rumus *Lemeshow*. Responden merupakan masyarakat yang berdomisili di Kecamatan Bengkalis dan pernah membeli produk *Queenda Cookies* melalui promosi media sosial. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan bantuan aplikasi IBM SPSS *Statistics* 25. Hasil penelitian menunjukkan bahwa promosi media sosial pada UMKM *Queenda Cookies* berada pada kategori tinggi, demikian pula keputusan pembelian konsumen yang juga berada pada kategori tinggi. Hasil analisis regresi linear sederhana diperoleh persamaan $Y = 10,151 + 0,650X$, yang menunjukkan bahwa promosi media sosial berpengaruh positif terhadap keputusan pembelian. Koefisien determinasi (R^2) sebesar 0,647 menunjukkan bahwa promosi media sosial mampu menjelaskan 64,7% variasi keputusan pembelian, sedangkan 35,3% dipengaruhi oleh faktor lain di luar penelitian. Hasil uji t menunjukkan nilai t-hitung sebesar 13,394 lebih besar daripada t-tabel sebesar 1,984, sehingga H_0 ditolak dan H_a diterima. Dengan demikian, promosi media sosial berpengaruh positif dan signifikan terhadap keputusan pembelian pada UMKM *Queenda Cookies*.

Kata Kunci: Promosi Media Sosial, Keputusan Pembelian, UMKM.

THE INFLUENCE OF SOCIAL MEDIA PROMOTION ON CONSUMERS' PURCHASE DECISIONS AT QUEENDA COOKIES MSME IN BENGKALIS

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Abstract

This study aims to analyze social media promotion, consumer purchasing decisions, and the influence of social media promotion on purchasing decisions at Queenda Cookies MSME. This study employed a quantitative research method with associative approaches. The sampling technique used was purposive sampling, involving 100 respondents determined using the Lemeshow formula. The respondents were residents of Bengkalis District who had purchased Queenda Cookies products through social media promotions. Data were collected through questionnaires and analyzed using IBM SPSS Statistics 25. The results indicate that social media promotion at Queenda Cookies MSME is categorized as high, and consumers' purchasing decisions are also categorized as high. The simple linear regression analysis resulted in the regression equation $Y = 10.151 + 0.650X$, indicating that social media promotion has a positive effect on purchasing decisions. The coefficient of determination (R^2) of 0.647 shows that social media promotion explains 64.7% of the variation in purchasing decisions, while the remaining 35.3% is influenced by other factors outside the scope of this study. Furthermore, the t-test results reveal that the calculated t-value of 13.394 is greater than the t-table value of 1.984, indicating that the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, social media promotion has a positive and significant effect on purchasing decisions at Queenda Cookies MSME.

Keywords: Social Media Promotion, Purchasing Decision, MSMEs.