Abstract

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THE INFLUENCE OF SOCIAL MEDIA MARKETING, PRODUCT ASSORTMENT, AND SALES PROMOTION TOWARD PURCHASE DECISION AT PT. PETSKITA TEKNOLOGI INDONESIA

(xxiii + 136 pages; 25 figures; 33 tables; 9 appendices)

E-commerce websites are now more relevant than ever, with E-commerce dominating over their traditional counterparts in the past few years. The purpose of this research is to find out how social media marketing, product assortment, and sales promotion can influence purchase decisions in Petskita.

The method of research used is the quantitative descriptive research, whereby the data analysis methods are validity and reliability tests, normality, multicollinearity, heteroscedasticity, and linearity tests, multiple linear regression test, coefficient of determination test, and hypothesis testing, namely the F-test and T-test, which was done using SPSS software version 26.0. The number of samples gathered for this research was 97, which was gathered using the purposive sampling method.

Based on the coefficient of determination of 0.631, so it can be concluded that Social Media Marketing, Product Assortment, and Sales Promotion variables' ability explain the Purchase Decision variable by 63.1%, the remaining 36.9% is explained by variables not examined in this research.

In conclusion of this research, social media marketing, product assortment, and sales promotion significantly influenced purchase decisions both partially and simultaneously, which means it is important for Petskita to improve on these three aspects.

Keywords: E-Commerce, Social Media Marketing, Product Assortment, Sales Promotion, Purchase Decision

References: 64 (2018 – 2023)

Abstrak

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PENGARUH SOCIAL MEDIA MARKETING, PRODUCT ASSORTMENT, AND SALES PROMOTION TERHADAP PURCHASE DECISION DI PT. PETSKITA TEKNOLOGI INDONESIA

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Situs web e-niaga sekarang lebih relevan dari sebelumnya, dengan e-niaga mendominasi rekan tradisional mereka dalam beberapa tahun terakhir. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana social media marketing, product assortment, and sales promotion dapat mempengaruhi purchase decisions di Petskita.

Metode penelitian yang digunakan adalah penelitian deskriptif kuantitatif, dimana metode analisis datanya adalah uji validitas dan reliabilitas, uji normalitas, uji multikolinearitas, heteroskedastisitas, dan linieritas, uji regresi linier berganda, uji koefisien determinasi, dan uji hipotesis yaitu uji F- test dan T-test yang dilakukan dengan menggunakan software SPSS versi 26.0. Jumlah sampel yang dikumpulkan untuk penelitian ini adalah 97 yang dikumpulkan dengan menggunakan metode purposive sampling.

Berdasarkan koefisien determinasi sebesar 0,631, maka dapat disimpulkan bahwa variabel Social Media Marketing, Product Assortment, dan Sales Promotion mampu menjelaskan variabel Purchase Decisions sebesar 63,1%, sisanya sebesar 36,9% dijelaskan oleh variabel yang tidak diteliti dalam penelitian ini. .

Sebagai kesimpulan dari penelitian ini, social media marketing, product assortment, and sales promotion berpengaruh signifikan terhadap purchase decisions baik secara parsial maupun simultan, yang artinya penting bagi Petskita untuk memperbaiki ketiga aspek tersebut.

Kata Kunci: E-Commerce, Social Media Marketing, Product Assortment, Sales Promotion, Purchase Decision

Referensi: 64 (2018 – 2023)