

# ABSTRAK

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**Pengaruh *Corporate Social Responsibility*, *Social Media Marketing*, *Store Environment*, *Sales Promotion* dan *Perceived Value* terhadap *Satisfaction* dan *Purchase Decision* Produk Apple**

(xvi + 122 Halaman + 7 Gambar + 23 Tabel + 2 Lampiran)

Penelitian ini bertujuan untuk menguji pengaruh *Corporate Social Responsibility* (CSR), *Social Media Marketing*, *Store Environment*, *Sales Promotion*, dan *Perceived Value* terhadap *Purchase Decision* dengan dimediasi oleh *Satisfaction*. Model penelitian dikembangkan berdasarkan penelitian sebelumnya dan menggunakan pendekatan kuantitatif survei dengan data *cross-sectional*. Responden dalam penelitian ini diperoleh melalui *purposive sampling* pada Juni hingga Juli 2024, melibatkan 230 responden. Data dianalisis menggunakan metode *Partial Least Squari Structural Equation Modeling* (PLS-SEM). Hasil analisis menunjukkan bahwa *Social Media Marketing*, *Sales Promotion*, *Store Environment*, dan *Satisfaction* memiliki pengaruh positif dan signifikan terhadap *Purchase Decision*. Sebaliknya, *Corporate Social Responsibility* dan *Perceived Value* menunjukkan pengaruh tidak signifikan terhadap *Purchase Decision*. *Corporate Social Responsibility* dan *Sales Promotion* juga memiliki pengaruh tidak signifikan jika melalui *Satisfaction*. Selain itu, *Social Media Marketing*, *Store Environment*, dan *Perceived Value* memiliki pengaruh langsung positif signifikan terhadap *Satisfaction*. Temuan ini mengindikasikan bahwa *Satisfaction* memediasi pengaruh beberapa variabel independen terhadap keputusan pembelian, tetapi tidak semuanya. Penelitian ini memberikan wawasan bagi manajemen perusahaan untuk memprioritaskan strategi pemasaran yang meningkatkan persepsi konsumen terhadap nilai dan kepuasan guna mendorong keputusan pembelian.

Kata kunci: *Corporate Social Responsibility*, *Social Media Marketing*, *Store Environment*, *Sales Promotion*, *Perceived Value*, *Satisfaction*, *Purchase Decision*

## ABSTRACT

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**The Influence of Corporate Social Responsibility, Social Media Marketing, Store Environment, Sales Promotion and Perceived Value on Satisfaction and Purchase Decision of Apple Products**

(xvi + 122 pages + 7 Figures + 23 Tables + 2 Appendices)

This study aims to test the effect of Corporate Social Responsibility (CSR), Social Media Marketing, Store Environment, Sales Promotion, and Perceived Value on Purchase Decision mediated by Satisfaction. The research model was developed based on previous research and used a quantitative survey approach with cross-sectional data. Respondents in this study were obtained through purposive sampling from June to July 2024, involving 230 respondents. Data were analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method. The results of the analysis show that Social Media Marketing, Sales Promotion, Store Environment, and Satisfaction have a positive and significant effect on Purchase Decision. On the other hand, Corporate Social Responsibility and Perceived Value showed no significant effect on Purchase Decision. Corporate Social Responsibility and Sales Promotion also had no significant effect through Satisfaction. In addition, Social Media Marketing, Store Environment, and Perceived Value had a significant positive direct effect on Satisfaction. This finding indicates that Satisfaction mediates the effect of several independent variables on purchasing decisions, but not all of them. This study provides insight for company management to prioritize marketing strategies that increase consumer perceptions of value and satisfaction in order to drive purchasing decisions.

**Keywords:** Corporate Social Responsibility, Social Media Marketing, Store Environment, Sales Promotion, Perceived Value, Satisfaction, Purchase Decision.