

ABSTRACT

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THE INFLUENCE OF CUSTOMER REVIEW, PRODUCT QUALITY, AND SOCIAL MEDIA MARKETING TOWARDS PURCHASE DECISION AND PURCHASE INTENTION AT SAFF & CO PERFUME

(xvi+113 pages; 9 figures; 34 tables; 6 appendices)

SAFF & Co was established in Jakarta in 2020 with a mission to create fragrances that capture the vibrant essence and evolving spirit of Indonesia. The brand offers a unique blend of contemporary trends and timeless aromas, inviting customers to relive their finest memories with every spray. However, SAFF & Co has faced challenges in maintaining customer trust and satisfaction. One significant issue is the inconsistency in product quality, where consumers occasionally receive perfumes with variations in fragrance, deviating from their expectations. Additionally, the brand's reputation has suffered due to instances of customers receiving empty products without any accountability from the company. These problems have led to a decline in purchasing decisions, as customers hesitate to buy from a brand perceived as unreliable. Addressing these issues is crucial for SAFF & Co to rebuild trust and strengthen its position in the competitive fragrance market.

In this research, the population is all customers of Saff & Co Perfume and the population is unknown due to nature of business. Due to an unknown population size, the Hairs formula is used to determine the sample size, which results in 180 respondents. Data is tested for validity and reliability, and analyzed using SmartPLS.

The study concludes that Customer Review and Product Quality have a positive influence on Purchase Intention, but only Customer Review is statistically significant. Meanwhile, Social Media Marketing does not have a significant influence on Purchase Intention. Regarding Purchase Decision, only Social Media Marketing and Purchase Intention have a significant effect, while Customer Review and Product Quality do not show a significant influence. Furthermore, Purchase Intention does not mediate the effect of Customer Review, Product Quality, or Social Media Marketing on Purchase Decision.

Keywords: Customer Review, Product Quality, Social Media Marketing, Purchase Decision, Purchase Intention

ABSTRAK

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PENGARUH ULASAN PELANGGAN, KUALITAS PRODUK, DAN PEMASARAN MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN DAN INTENSI PEMBELIAN PADA SAFF & CO PERFUME

(xvi+113 halaman; 9 gambar; 34 tabel; 6 lampiran)

SAFF & Co didirikan di Jakarta pada tahun 2020 dengan misi menghadirkan aroma yang mencerminkan semangat dan esensi Indonesia. Merek ini menggabungkan tren modern dan aroma klasik, mengajak pelanggan menghidupkan kembali kenangan melalui parfum mereka. Namun, SAFF & Co menghadapi masalah seperti ketidakkonsistenan kualitas produk dan pengiriman produk kosong, yang merusak kepercayaan pelanggan. Hal ini menyebabkan penurunan keputusan pembelian, sehingga perusahaan perlu segera memperbaiki kepercayaan untuk mempertahankan posisinya di pasar parfum yang kompetitif.

Dalam penelitian ini, populasi adalah seluruh pelanggan Saff & Co Perfume, dan jumlah populasi tidak diketahui karena sifat bisnisnya. Karena ukuran populasi tidak diketahui, rumus Hairs digunakan untuk menentukan ukuran sampel, yang menghasilkan 180 responden. Data diuji validitas dan reliabilitasnya, serta dianalisis menggunakan SmartPLS.

Penelitian menyimpulkan bahwa Ulasan Pelanggan dan Kualitas Produk memiliki pengaruh positif terhadap Intensi Pembelian, namun hanya Ulasan Pelanggan yang signifikan secara statistik. Sementara itu, Pemasaran Media Sosial tidak berpengaruh signifikan terhadap Intensi Pembelian. Mengenai Keputusan Pembelian, hanya Pemasaran Media Sosial dan Intensi Pembelian yang berpengaruh signifikan, sedangkan Ulasan Pelanggan dan Kualitas Produk tidak menunjukkan pengaruh signifikan. Selain itu, Intensi Pembelian tidak memediasi pengaruh Ulasan Pelanggan, Kualitas Produk, maupun Pemasaran Media Sosial terhadap Keputusan Pembelian.

Kata kunci: *Ulasan Pelanggan, Kualitas Produk, Pemasaran Media Sosial, Keputusan Pembelian, Intensi Pembelian*