

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan pengaruh antara *social media marketing* dan *brand equity* terhadap keputusan pembelian terhadap *brand fashion* Visval. Penelitian ini dilakukan berdasarkan fenomena yang terjadi bahwa *brand fashion* Visval masih belum maksimal dalam menerapkan *social media marketing* dan *brand equity* terhadap keputusan pembelian. Populasi dalam penelitian ini adalah *followers* sekaligus konsumen dari brand Visval. Teknik pengambilan sampel menggunakan teknik *non-probability* sampling dengan menggunakan *Purposive Sampling*. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuisioner. Pengujian instrumen menggunakan uji validitas dan reliabilitas. Metode analisis data menggunakan regresi linier berganda, korelasi berganda dan koefisien determinasi. Hasil penelitian menyatakan bahwa *social media marketing* dan *brand equity* berpengaruh terhadap keputusan pembelian pada *brand fashion* Visval positif dan signifikan baik secara simultan maupun parsial. Berdasarkan analisis koefisien determinasi secara simultan *social media marketing* dan *brand equity* berpengaruh positif dan signifikan terhadap keputusan pembelian sebesar 66,8% dan sisanya 33,2% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini. Secara parsial besarnya pengaruh *social media marketing* terhadap keputusan pembelian sebesar 47,20%, dan besarnya pengaruh *brand equity* terhadap keputusan pembelian sebesar 19,63%, sehingga dapat disimpulkan bahwa *social media marketing* memberikan pengaruh yang paling besar terhadap keputusan pembelian.

Kata kunci : *Social Media Marketing, Brand Equity, Keputusan Pembelian.*

ABSTRACT

This study aims to analyze and describe the influence between social media marketing and brand equity on purchasing decisions for the fashion brand Visval. This research was conducted based on the phenomenon that occurs that the fashion brand is Visval still not optimal in applying social media marketing and brand equity to purchasing decisions. The population in this study are followers and consumers of the Visval brand. The sampling technique used was non-probability sampling using purposive sampling. Samples were taken as many as 100 respondents with the research instrument in the form of a questionnaire. Instrument testing uses validity and reliability tests. Methods of data analysis using multiple linear regression, multiple correlation and coefficient of determination. The results of the study stated that social media marketing and brand equity had an effect on purchasing decisions on the fashion brand positive and significant Visval, both simultaneously and partially. Based on the analysis of the coefficient of determination simultaneously, social media marketing and brand equity have a positive and significant impact on purchasing decisions of 66.8% and the remaining 33.2% is influenced by other variables not examined in this study. Partially the magnitude of the influence of social media marketing on purchasing decisions is 47.20%, and the magnitude of the influence of brand equity on purchasing decisions is 19.63%, so it can be concluded that social media marketing has the greatest influence on purchasing decisions.

Keywords: Social Media Marketing, Brand Equity, Purchase Decision.