

ABSTRACT

This study aims to test partially or simultaneously whether the influence of Social Media Marketing, Price Perception, and Product Quality on Purchasing Decisions on L'agcj UMKM Products in Sukamulya Kutawaringin Bandung Regency. This research is a quantitative research where the sample in this study is L'agcj UMKM consumers who have bought and used L'agcj products.. The population in this study was L'agcj UMKM consumers totaling 696 and the sample in this study was 88 respondents determined using the slovin formula. The results of data analysis using SPSS 25 prove that there is a positive and significant influence either partially or simultaneously between the variables of Social Media Marketing, Price, and Product Quality on Purchasing Decisions on L'agcj products in the Sukamulya Kutawaringin with a contribution (R2) of 51.2% and the calculated F value, which is $68.807 > F$ tabel yaitu 2.37. Social media marketing has a positive and significant effect of 2.13%, Price Perception has a negative effect of -1.22% and Product Quality has an effect of 6.16%.

Keywords - Purchase Decision, Social Media Marketing, Price, and Product Quality.