

ABSTRAK

Pada saat ini, *clothing* (Pakaian) menjadi salah satu hal yang banyak diminati oleh remaja karena ingin menunjukkan penampilan yang menarik dan dapat meningkatkan rasa percaya diri mereka. Karena hal ini, *clothing* menjadi alat untuk berekspresi bagi para remaja. Persaingan antara pemilik usaha semakin ketat dengan banyaknya *clothing brand* (Merek Pakaian) di Kota Bandung. Pemilik usaha saling bersaing untuk mencapai kesuksesan di dunia fashion. Penelitian ini mengevaluasi dampak Kualitas Produk dan *Social Media Marketing* terhadap proses keputusan pembelian *clothing brand* Azura. Dalam survei terhadap 97 mahasiswa di Universitas Pasundan Bandung, metode regresi linier berganda digunakan untuk menganalisis data.

Hasil penelitian mengungkapkan bahwa secara bersamaan, Kualitas Produk dan *Social Media Marketing* berpengaruh positif dan signifikan terhadap proses keputusan pembelian, dengan total pengaruh mencapai 54,9%. Secara individual, Kualitas Produk memberikan kontribusi sebesar 29,98%, sementara *Social Media Marketing* sebesar 24,91%. Kesimpulannya, Kualitas Produk memiliki pengaruh yang lebih dominan terhadap proses keputusan pembelian. Temuan ini memberikan wawasan yang berharga bagi bisnis dan pemasar dalam industri *fashion* terkait dengan pengaruh elemen-elemen ini pada perilaku konsumen.

Kata Kunci: Kualitas Produk, *Social Media Marketing*, Proses Keputusan Pembelian

ABSTRACT

The economy in Indonesia is currently experiencing rapid progress in the business world. This causes many businesses to grow and many new businesses to emerge. At this time, clothing has become one of the things that many teenagers are interested in because they want to show an attractive appearance and can increase their self-confidence. Because of this, clothing has become a tool for expression for teenagers. Competition between business owners is getting tighter with the number of clothing brands in the city of Bandung. Business owners compete with each other to achieve success in the world of fashion. This research evaluates the impact of Product Quality and Social Media Marketing on the purchasing decision process for Azura brand clothing. In a survey of 97 students at Pasundan University in Bandung, the multiple linear regression method was used to analyze the data.

The research results reveal that simultaneously, Product Quality and Social Media Marketing have a positive and significant influence on the purchasing decision process, with a total influence reaching 54.9%. Individually, Product Quality contributed 29.98%, while Social Media Marketing contributed 24.91%. In conclusion, product quality has a more dominant influence on the purchasing decision process. These findings provide valuable insights for businesses and marketers in the fashion industry regarding the influence of these elements on consumer behavior.

Keywords: Product Quality, Social Media Marketing, Purchasing Decision Process