

## ABSTRAK

Penelitian ini berawal dari ditemukannya permasalahan pada Purchase Decision. Masalah yang terlihat dalam penelitian ini adalah Purchase Decision yang diakibatkan oleh Social Media Marketing, Price Preception, dan Consumer Trust. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Social Media Marketing, Price Preception, dan Consumer Trust terhadap Purchase Decision Perumahan Sumber Barokah Residence Bertipe Minimalis di Kabupaten Bogor baik secara parsial maupun simultan. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan jumlah sampel 46 responden. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan menyebarkan kuesioner. Metode analisis yang digunakan adalah Method of Successive Internal (MSI), analisis regresi linier berganda, korelasi berganda, koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan antara Social Media Marketing, Price Preception, dan Consumer Trust terhadap Purchase Decision Perumahan Sumber Barokah Residence Bertipe Minimalis di Kabupaten Bogor secara simultan sebesar 91%. Secara parsial pengaruh Social Media Marketing terhadap Purchase Decision sebesar 44,2%, pengaruh Price Preception terhadap Purchase Decision sebesar 17,9% dan pengaruh Consumer Trust terhadap Purchase Decision sebesar 28,7%. Sehingga dapat disimpulkan bahwa Social Media Marketing memberikan pengaruh yang lebih besar terhadap Purchase Decision di Perumahan Sumber Barokah Residence Bertipe Minimalis di Kabupaten Bogor.

**Kata Kunci:** *Social Media Marketing, Price Preception, Consumer Trust dan Purchase Decision*

## **ABSTRACT**

*This study originated from the identification of issues related to Purchase Decision. The problem observed in this research concerns Purchase Decisions influenced by Social Media Marketing, Price Perception, and Consumer Trust. This study aims to determine the extent to which Social Media Marketing, Price Perception, and Consumer Trust affect the Purchase Decision of Minimalist-Type Housing at Sumber Barokah Residence in Bogor Regency, both partially and simultaneously. The research method employed is descriptive and verificative, with a sample size of 46 respondents. Data collection techniques include observation, interviews, and questionnaire distribution. The analytical methods used are the Method of Successive Intervals (MSI), multiple linear regression analysis, multiple correlation, and the coefficient of determination. The results indicate that Social Media Marketing, Price Perception, and Consumer Trust simultaneously exert a significant influence on the Purchase Decision of Minimalist-Type Housing at Sumber Barokah Residence in Bogor Regency, accounting for 91% of the variance. Partially, Social Media Marketing accounts for 44.2% of the influence on Purchase Decision, Price Perception accounts for 17.9%, and Consumer Trust accounts for 28.7%. It can therefore be concluded that Social Media Marketing exerts the greatest influence on Purchase Decisions at Sumber Barokah Residence Minimalist-Type Housing in Bogor Regency.*

**Keywords:** *Social Media Marketing, Price Perception, Consumer Trust, Purchase Decision*