

ABSTRACT

This study aims to describe Social Media Marketing, Product Quality, and Purchase Decision, and to analyze the effect of Social Media Marketing and Product Quality on the Purchase Decision of orange fruit at the Caringin Traditional Wholesale Market, Bandung, both simultaneously and partially. This study employs descriptive and verificative methods with a quantitative approach.. The population consisted of consumers who purchased orange fruit at the Caringin Traditional Wholesale Market, with a sample of 100 respondents selected using a nonprobability sampling technique, namely incidental sampling. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression analysis, correlation analysis, coefficient of determination, F-test, and t-test.

The results show that Social Media Marketing, Product Quality, and Purchase Decision were generally in the good category. The F-test shows that Social Media Marketing and Product Quality simultaneously have a significant effect on Purchase Decision, with an F-value of 10.828 and a significance of 0.000. The coefficient of determination (R Square) of 0.183 indicates that the two variables explain 18.3% of the variance in Purchase Decision, while the remainder is influenced by other factors outside the research model. The t-test shows that Social Media Marketing has a positive and significant effect on Purchase Decision ($t = 3.072$; $\text{sig} = 0.003$), as does Product Quality ($t = 2.005$; $\text{sig} = 0.048$). Social Media Marketing shows a greater partial contribution than Product Quality.

This study concludes that Social Media Marketing and Product Quality are important factors that orange fruit traders at the Caringin Traditional Wholesale Market, Bandung, need to pay attention to in order to improve consumers' Purchase Decisions.

Keywords: Social Media Marketing, Product Quality, Purchase Decision.

