

ABSTRAK

Skripsi dengan judul “Pengaruh Keadilan Harga, Kualitas Produk, dan Promosi Media Sosial Terhadap Keputusan Pembelian Kerupuk Udang SUPER Pada Usaha Home Industri di Kecamatan Kalidawir, Tulungagung” ini ditulis oleh Eva Ana Rianti, NIM. 126402212118, dengan pembimbing Dyah Pravitasari, S.E., M.S.A.

Kata Kunci: Keadilan Harga, Kualitas Produk, Promosi Media Sosial Dan Keputusan Pembelian

Penelitian ini dilatarbelakangi oleh pertumbuhan penggunaan media yang meningkat setiap tahun sebagai alat promosi untuk usaha home industri, terutama di tengah dinamika persaingan pasar yang semakin ketat dan perubahan perilaku konsumen yang kini lebih intens dan perubahan perilaku konsumen yang kini lebih proaktif dalam mencari informasi secara daring. Perubahan tren ini menuntut pelaku usaha untuk dapat menyesuaikan strategi pemasaran agar tetap kompetitif, relevan, dan mampu memenuhi ekspektasi pasar yang semakin dinamis.

Tujuan dari penelitian ini diharapkan dapat memberikan kontribusi terhadap pengetahuan dalam bidang (1) analisis pengaruh Keadilan Harga, Kualitas Produk dan Promosi Sosial Media dalam Mempengaruhi Keputusan Pembelian Kerupuk Udang "SUPER" pada Usaha Home Industri di Kecamatan Kalidawir, Tulungagung. (2) analisis pengaruh Keadilan Harga terhadap keputusan pembelian Kerupuk Udang "SUPER"; (3) analisis pengaruh Kualitas Produk terhadap keputusan pembelian Kerupuk Udang "SUPER"; (4) analisis pengaruh Promosi Melalui Media Sosial terhadap keputusan pembelian Kerupuk Udang "SUPER".

Metode penelitian dengan menggunakan penelitian asosiatif kausal yang bertujuan untuk mengetahui hubungan antara dua variabel atau lebih yang di mana variabel independen berpengaruh terhadap variabel dependen. Sumber data yang diteliti adalah wawancara langsung dan penyebaran kuesioner serta referensi pada buku, internet, jurnal. Pendekatan yang digunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal.

Hasil penelitian menunjukkan bahwa 1) Keadilan Harga, Kualitas Produk dan Promosi Sosial Media secara bersama-sama berpengaruh terhadap Keputusan Pembelian Kerupuk Udang "SUPER" pada Usaha Home Industri di Kecamatan Kalidawir, Tulungagung. 2) Keadilan Harga berpengaruh terhadap keputusan pembelian Kerupuk Udang "SUPER" pada Usaha Home Industri di Kecamatan Kalidawir, Tulungagung. 3) Kualitas Produk berpengaruh terhadap keputusan pembelian Kerupuk Udang "SUPER" pada Usaha Home Industri di Kecamatan Kalidawir, Tulungagung. 4) Promosi media Sosial berpengaruh terhadap keputusan pembelian Kerupuk Udang "SUPER" pada Usaha Home Industri di kecamatan Kalidawir, Tulungagung.

ABSTRACT

The thesis entitled "The Influence of Price Fairness, Product Quality, and Social Media Promotion on the Purchase Decision of SUPER Shrimp Crackers in Home Industry Business in Kalidawir District, Tulungagung" was written by Eva Ana Rianti, NIM. 126402212118, with the supervisor Dyah Pravitasari, S.E., M.S.A.

Keywords: Price Fairness, Product Quality, Social Media Promotion and Purchase Decision

This research is motivated by the increasing use of media every year as a promotional tool for home industry businesses, especially amidst the dynamics of increasingly tight market competition and changes in consumer behavior that are now more intense and change in consumer behavior that are now more proactive in seeking information online. In addition, fairness of price and product quality are aspects that are increasingly considered by consumers in making purchasing decisions, especially in the snack sector such as shrimp crackers. This change in trend requires business actors to be able to meet increasingly dynamic market expectations.

The aim of this research is expected to contribute to knowledge in the field (1) analysis of the influence of Price Fairness, product Quality and Social Media Promotion in Influencing Purchasing Decision for "SUPER" Shrimp Crackers in Home Industry Businesses in Kalidawir District, Tulungagung. (2) analysis of the influence of Price Fairness on purchasing decisions for "SUPER" Shrimp Crackers; (3) analysis of the influence of Product Quality on purchasing decisions for "SUPER" Shrimp Crackers; (4) analysis of the influence of Promotion Through Social Media on on purchasing decisions for "SUPER" Shrimp Crackers.

The research method uses causal associative research which aims to determine the relationship between two or more variables where the independent variable affects the dependent variable. The data sources studied are direct interviews and questionnaires and references to books, the internet, and journals. The approach used is a quantitative approach with a causal associative research type.

The results of the study showed that 1) Price Fairness, Product Quality and Social Media Promotion together influence the Purchasing Decision of "SUPER" Shrimp Crackers at Home Industry Business in Kalidawir District, Tulungagung. 2) Price Fairness influences the purchasing decision of "SUPER" Shrimp Crackers at Home Industry Business in Kalidawir District, Tulungagung. 3) Product Quality influences the purchasing decision of "SUPER" Shrimp Crackers at Home Industry Business in Kalidawir District, Tulungagung. 4) Social media promotion influences the purchasing decision of "SUPER" Shrimp Crackers at Home Industry Business in Kalidawir District, Tulungagung.