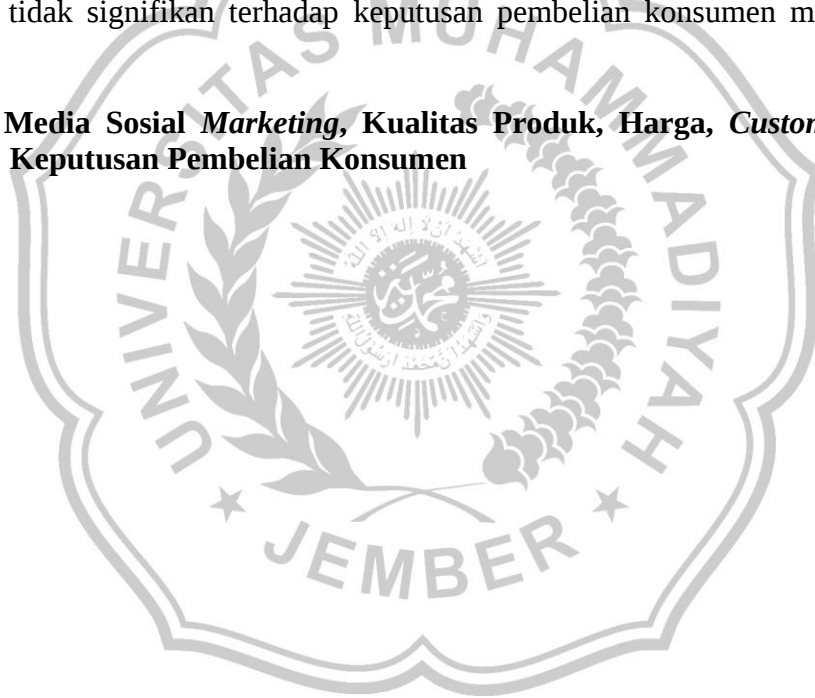


ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh media sosial *marketing*, kualitas produk, dan harga terhadap keputusan pembelian konsumen melalui variabel *intervening customer trust* pada UMKM di Kecamatan Mayang Kabupaten Jember. Desain penelitian dapat digolongkan sebagai penelitian eksplanatori/konfirmatori. Populasi yang akan diteliti adalah konsumen yang melakukan pembelian pada UMKM di Kecamatan Mayang Kabupaten Jember. Pengambilan sampel dilakukan secara *proportional sampling* dan *accidental sampling*. Pengujian hipotesis dalam penelitian ini menggunakan Structural Equation Modeling (SEM) dengan alat statistik WarpPLS. Hasil penelitian menyatakan bahwa media sosial marketing, kualitas produk, dan harga berpengaruh positif dan signifikan terhadap *customer trust*. Media sosial marketing berpengaruh negatif namun tidak signifikan terhadap keputusan pembelian konsumen. Kualitas produk dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. *Customer trust* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Kualitas produk dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen melalui *customer trust*. Media sosial marketing berpengaruh positif namun tidak signifikan terhadap keputusan pembelian konsumen melalui *customer trust*.

Kata Kunci: Media Sosial Marketing, Kualitas Produk, Harga, Customer Trust, dan Keputusan Pembelian Konsumen



ABSTRACT

This study aims to analyze the effect of social media marketing , product quality, and price on consumer purchasing decisions through the customer trust intervening variable in MSMEs in Mayang District, Jember Regency. The research design can be classified as an explanatory/confirmatory research. The population to be studied is consumers who make purchases at MSMEs in Mayang District, Jember Regency. Sampling is done proportional sampling and accidental sampling. Hypothesis testing in this study uses Structural Equation Modeling (SEM) with Warp-PLS statistics. The results stated that social media marketing, product quality, and prices had a positive and significant effect on customer trust. Social media marketing has a negative but insignificant effect on consumer purchasing decisions. Product quality and price have a positive and significant effect on consumer purchasing decisions. Customer Trust has a positive and significant effect on consumer purchasing decisions. Product quality and prices have a positive and significant effect on consumer purchasing decisions through customer trust. Social media marketing has a positive but insignificant effect on consumer purchasing decisions through customer trust.

Keywords: *Social Media Marketing, Product Quality, Price, Customer Trust, and Consumer Purchasing Decisions*

