

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas produk, promosi media sosial, dan minat pembelian terhadap keputusan pembelian produk A3 Fresh O2 di Kabupaten Bondowoso, serta menelaah peran minat pembelian sebagai variabel intervening. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei, pengambilan sampel secara *purposive*, dan analisis data menggunakan teknik *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa harga, kualitas produk, dan promosi media sosial masing-masing berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Selain itu, ketiga variabel tersebut juga berpengaruh positif dan signifikan terhadap minat pembelian, sementara minat pembelian secara langsung memengaruhi keputusan pembelian secara signifikan. Analisis mediasi mengonfirmasi bahwa minat pembelian memperkuat pengaruh harga, kualitas produk, dan promosi media sosial terhadap keputusan pembelian produk A3 Fresh O2. Temuan ini merekomendasikan integrasi strategi harga, pembenahan kualitas produk, dan optimalisasi promosi digital dengan minat pembelian yang tepat untuk meningkatkan keputusan beli, volume penjualan, dan loyalitas pembelian di pasar air minum kemasan Bondowoso.

Kata kunci: keputusan pembelian, harga, kualitas produk, promosi media sosial, minat pembelian, variabel intervening



ABSTRAK

This study aims to analyze the influence of price, product quality, social media promotion, and purchase intention on purchasing decisions for A3 Fresh O2 products in Bondowoso Regency, and examine the role of purchase intention as an intervening variable. The research method used was quantitative with a survey approach, purposive sampling, and data analysis using Partial Least Squares (PLS). The results showed that price, product quality, and social media promotion each had a positive and significant influence on consumer purchasing decisions. Furthermore, all three variables also had a positive and significant influence on purchase intention, while purchase intention directly influenced purchase decisions significantly. Mediation analysis confirmed that purchase intention strengthened the influence of price, product quality, and social media promotion on purchasing decisions for A3 Fresh O2 products. These findings recommend integrating pricing strategies, product quality improvements, and digital promotion optimization with appropriate purchase intention to increase purchase decisions, sales volume, and purchase loyalty in the Bondowoso bottled water market.

Keywords: *purchase decision, price, product quality, social media promotion, purchase intention, intervening variable*

