

**PENGARUH PROMOSI MELALUI MEDIA SOSIAL DAN KERAGAMAN
PRODUK TERHADAP KEPUTUSAN PEMBELIAN**
(Studi kasus pada konsumen di *Lereng Tambora Outdoor Store* Jombang)

Abstrak

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Penelitian ini dilatar belakangi dari suatu fenomena persaingan bisnis antara outlet outdoor yang ada di Jombang. Penelitian ini bertujuan untuk mengetahui pengaruh antar variabel promosi melalui media sosial dan keragaman produk terhadap keputusan pembelian konsumen pada *Lereng Tambora Outdoor Store*.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian verifikatif dan Menggunakan metode *explanatory (Explanatory Research)*. Populasi dalam penelitian ini adalah konsumen dari *Lereng Tambora Outdoor Store* dengan jumlah sampel sebanyak 98 Responden diambil dari pengambilan sampel menggunakan rumus dari Slovin. Metode pengambilan sampel yang digunakan adalah nonprobability sampling dengan jenis *sampling purposive*. Teknik pengumpulan data menggunakan angket/Kuesioner. Metode analisis yang digunakan adalah analisis regresi berganda dengan alat bantu SPSS (*Statistical Product and Service Solution*).

Hasil penelitian menunjukkan bahwa promosi melalui media sosial dan keragaman produk dapat menyebabkan keputusan pembelian. Sehingga dapat disimpulkan bahwa promosi melalui media sosial dan keragaman produk berdampak dalam setiap keputusan pembelian konsumen.

Kata kunci : Promosi Melalui Media Sosial, Keragaman Produk, Keputusan Pembelian

***THE EFFECT OF PROMOTION THROUGH SOCIAL MEDIA AND
PRODUCT DIVERSITY ON PURCHASE DECISIONS***
(Case study on consumers at Lereng Tambora Outdoor Store Jombang)

Abstrak

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This research is motivated by a phenomenon of business competition between outdoor outlets in Jombang. This study aims to determine the effect of promotional variables through social media and product diversity on consumer purchasing decisions at Lereng Tambora Outdoor Store.

This research uses a quantitative approach with the type of verification research and uses the explanatory method (Explanatory Research). The population in this study were consumers of the Lereng Tambora Outdoor Store with a total sample of 98 respondents who were taken from sampling using the formula from Slovin. The sampling method used was nonprobability sampling with purposive sampling type. The technique of collecting data using a questionnaire / questionnaire. The analytical method used is multiple regression analysis with SPSS (Statistical Product and Service Solution) tools.

The results showed that promotion through social media and product diversity can lead to purchasing decisions. So it can be concluded that promotion through social media and product diversity has an impact on every consumer purchasing decision

Keyword: Promotion Through Social Media, Product Diversity, Purchase Decisions