

ABSTRAK

Amelia Cahyani Putri. 2024. Pengaruh Promosi Sosial Media, Fasilitas, dan Kualitas Pelayanan Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen *GoodMood Coffee* Ponorogo). Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I : Dian Citaningtyas Ari Kadi, S.E., M.M. Pembimbing II : Metikasmike, S.E., M.M.

Tujuan penelitian ini untuk memberikan bukti empiris mengenai Pengaruh Promosi Sosial Media, Fasilitas, dan Kualitas Pelayanan Terhadap Keputusan Pembelian (Studi Kasus pada Konsumen *GoodMood Coffee* Ponorogo). Jenis penelitian ini yaitu penelitian deskriptif dengan pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 150 responden. Metode pengambilan sampel yaitu menggunakan metode *purposive sampling*. Pengumpulan data dalam penelitian ini menggunakan kuisisioner dengan penyebaran melalui *google form*. Teknik analisis data pada penelitian ini menggunakan alat uji berupa software SmartPLS 3.0. Hasil penelitian membuktikan bahwa Promosi Sosial Media berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di *GoodMood Coffee* Ponorogo, Fasilitas berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di *GoodMood Coffee* Ponorogo, Kualitas Pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di *GoodMood Coffee* Ponorogo.

Kata Kunci : Promosi Sosial Media, Fasilitas, dan Kualitas Pelayanan.

ABSTRACT

Amelia Cahyani Putri. 2024. *The Influence of Social Media Promotion, Facilities, and Service Quality towards Purchasing on Decisions (Case Study on Consumers of GoodMood Coffee, Ponorogo)*. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor I : Dian Citaningtyas Ari Kadi, S.E., M.M. Supervisor II : Metikasmike, S.E., M.M.

The aim of this study was to provide empirical evidence regarding the Influence of Social Media Promotion, Facilities, and Service Quality towards Purchasing on Decisions (Case Study on Consumers of GoodMood Coffee, Ponorogo). This type of research was descriptive with a quantitative approach. The sample in this study amounted to 150 respondents. The sampling method used the purposive sampling. Data collection in this study used a questionnaire distributed via google form. The data analysis technique in this study used a test tool in the form of SmartPLS 3.0 software. The results of the study prove that Social Media Promotion has a positive and significant effect towards consumer purchasing decisions at GoodMood Coffee, Ponorogo, Facilities have a positive and significant effect towards consumer purchasing decisions at GoodMood Coffee, Ponorogo, Service Quality has a positive and significant effect towards consumer purchasing decisions at GoodMood Coffee, Ponorogo.

Keywords : *Social Media Promotion, Facilities, and Service Quality.*