

ABSTRAK

Perkembangan dunia usaha membuat persaingan pasar semakin kompetitif dengan berbagai macam inovasi yang ada dalam berbagai produk perusahaan saat ini. Tujuan dilakukan riset berikut untuk melihat adakah pengaruh *Social Media Marketing*, Kualitas Produk Dan Kualitas Pelayanan terhadap Keputusan Pembelian pada Evira Batik Surabaya. Populasi dari penelitian ini adalah seluruh pelanggan pada Evira Batik Surabaya dengan 96 responden menjadi sampel penelitian. Analisis data ditempuh dengan regresi linier berganda. Hasil penelitian menunjukkan bahwa *social media marketing* maupun kualitas produk serta kualitas pelayanan memberi berpengaruh signifikan terhadap keputusan pembelian pada Evira Batik Surabaya. Selain itu, pada uji hipotesis simultan ketiga variabel bebas tersebut memberi pengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: *Social Media Marketing*, Kualitas Produk, Kualitas Pelayanan dan Keputusan Pembelian

ABSTRACT

The development of the business world makes market competition more competitive with various kinds of innovations that exist in various company products today. The purpose of the following research is to see if there is an effect of Social Media Marketing, Product Quality and Service Quality on Purchasing Decisions at Evira Batik Surabaya. The population of this study were all customers of Evira Batik Surabaya with 96 respondents as the research sample. Analysis data was achieved with multiple linear regression. The results showed that social media marketing as well as product quality and service quality had a significant effect on purchasing decisions at Evira Batik Surabaya. In addition, in the simultaneous hypothesis test, these three variables have a significant influence on purchasing decisions.

Keywords: Social Media Marketing, Product Quality, Service Quality and Purchase Decision