

## ABSTRAK

**Muhammad Apriansyah Putra (0901042), “Pengaruh *Social Media Marketing* Terhadap Keputusan Pembelian Pada Distro Peserta KICKFEST Bandung Tahun 2013 (Survey Pada Followers Twitter Distro Arena Experience, Horror Jokes, Linoleum, Omunium, dan Riotic)”, dibawah bimbingan Prof. Dr. H. Agus Rahayu, M.Si**

Permasalahan yang dikaji didalam penelitian ini adalah turunnya produk yang terjual pada distro Arena Experience, Horror Jokes, Linoleum, Omunium, dan Riotic pada KICKFEST Bandung 2013. Permasalahan ini harus segera di atasi karena apabila tidak segera ditangani dapat menjadi penghambat bagi terciptanya tujuan distro Arena Experience, Horror Jokes, Linoleum, Omunium, dan Riotic.

Penelitian ini bertujuan untuk mengetahui gambaran *social media marketing* terhadap keputusan pembelian dan bagaimana pengaruh *social media marketing* terhadap keputusan pembelian konsumen distro Arena Experience, Horror Jokes, Linoleum, Omunium, dan Riotic pengguna media social *twitter*. Aspek yang diteliti meliputi dua hal yaitu *social media marketing* dan keputusan pembelian.

Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan metode *explanatory survey*. Populasi dalam penelitian ini berjumlah 89.967 responden dan sampel berjumlah 100 responden. Teknik analisis data yang digunakan yaitu analisis regresi sederhana dan koefisien korelasi *pearson product moment*.

Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh secara signifikan terhadap keputusan pembelian konsumen distro Arena Experience, Horror Jokes, Linoleum, Omunium, dan Riotic pengguna media social *twitter*. Hasil perhitungan korelasi menunjukkan hubungan yang kuat antar *social media marketing* terhadap keputusan pembelian. Besarnya pengaruh *social media marketing* terhadap keputusan pembelian adalah sebesar 44,3% sedangkan sisanya 55,7% dipengaruhi oleh faktor yang tidak diteliti.

Saran yang diberikan sebaiknya perusahaan lebih memperhatikan kegiatan *social media marketing* untuk meningkatkan keputusan pembelian karena *social media marketing* memiliki pengaruh terhadap keputusan pembelian.

**Kata Kunci: *Social Media Marketing*, Keputusan Pembelian**

## ***ABSTRACT***

**Social Media Marketing Effect towards Buying Decision in KICKFEST Bandung 2013 Distro Tenants (Survey concerned at Twitter Followers of Distro Arena Experience, Horror Jokes, Linoleum, Omunium, and Riotic)”, supervised by Prof. Dr. H. Agus Rahayu, M.Si**

This research investigates the problem of sales decreasing in Distro Arena Experience, Horror Jokes, Linoleum, Omunium, and Riotic's products in KICKFEST Bandung 2013. The solving problem for this case is needed to be taken soon therefore predicament in these store's target can not be avoided. This research was conducted to depict social media marketing towards buying decision of Distro Arena Experience, Horror Jokes, Linoleum, Omunium, and Riotic's consumers which are also users of twitter social media. There are two aspects studied in this research, social media marketing and buying decision.

The research method used was descriptive and verificative within explanatory survey method. The amount of population in this research is 89.967 respondent and 100 respondent for the sample. Data analysis technique used was simple regression analysis and Pearson product moment correlation coefficient.

As the result, this research shows that social media marketing has significant effect towards the buying decision of Distro Arena Experience, Horror Jokes, Linoleum, Omunium, and Riotic's consumer which are also the users of Twitter. The calculation shows strong correlation between social media marketing and buying decision. The percentages of those effect are 44,3% where as the rest among 55,7% are influenced by uninvestigated factor.

Suggestion words for the companies would be focussing the social media marketing improvement to increase consumer's buying decision to the companies' product in reason that social media marketing has significant effect to buyer decision.

**Keywords: Social Media Marketing, Buying Decision**