

**PENGARUH KUALITAS PRODUK, HARGA, DAN PROMOSI MEDIA SOSIAL  
TERHADAP KEPUTUSAN PEMBELIAN MOMOYO PADA MAHASISWA  
FAKULTAS PSIKOLOGI DI UNIVERSITAS PRIMA INDONESIA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas produk, harga, dan promosi media sosial terhadap keputusan pembelian Momoyo pada Mahasiswa Fakultas Psikologi Universitas Prima Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif kuantitatif dan sifat penelitian asosiatif kausal. Populasi dalam penelitian ini adalah seluruh mahasiswa Fakultas Psikologi Universitas Prima Indonesia yang pernah membeli dan mengonsumsi produk Momoyo. Sampel penelitian berjumlah 160 responden yang ditentukan berdasarkan metode Hair. Teknik pengumpulan data dilakukan melalui kuesioner, wawancara, dokumentasi, dan observasi. Analisis data menggunakan regresi linear berganda dengan uji validitas, reliabilitas, uji asumsi klasik, uji t, uji F, dan koefisien determinasi ( $R^2$ ). Hasil penelitian menunjukkan bahwa kualitas produk, harga, dan promosi media sosial berpengaruh positif dan signifikan terhadap keputusan pembelian baik secara parsial maupun simultan. Variabel kualitas produk merupakan faktor yang paling dominan memengaruhi keputusan pembelian. Nilai Adjusted R Square sebesar 0,429 menunjukkan bahwa kualitas produk, harga, dan promosi media sosial mampu menjelaskan keputusan pembelian sebesar 42,9%, sedangkan sisanya 57,1% dipengaruhi oleh faktor lain di luar penelitian. Penelitian ini diharapkan dapat menjadi bahan masukan bagi Momoyo dalam meningkatkan keputusan pembelian konsumen.

**Kata Kunci:** Kualitas Produk, Harga, Promosi Media Sosial, Keputusan Pembelian.

**THE EFFECT OF PRODUCT QUALITY, PRICE, AND SOCIAL MEDIA PROMOTION ON MOMOYO PURCHASING DECISIONS AMONG STUDENTS OF THE FACULTY OF PSYCHOLOGY AT UNIVERSITAS PRIMA INDONESIA**

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***ABSTRACT***

*This study aims to examine and analyze the effect of product quality, price, and social media promotion on Momoyo purchasing decisions among students of the Faculty of Psychology, Universitas Prima Indonesia. This study employed a quantitative approach with descriptive quantitative and causal associative research methods. The population consisted of students of the Faculty of Psychology, Universitas Prima Indonesia who had purchased Momoyo products, with a sample of 160 respondents determined using Hair's method. Data collection techniques were carried out through questionnaires, interviews, documentation, and observation. Data analysis used multiple linear regression with validity tests, reliability tests, classical assumption tests, t-tests, F-tests, and the coefficient of determination ( $R^2$ ). The results showed that product quality, price, and social media promotion had a positive and significant effect on purchasing decisions, both partially and simultaneously. Product quality was the most dominant factor affecting purchasing decisions. The Adjusted R Square value of 0.429 indicates that product quality, price, and social media promotion explain 42.9% of purchasing decisions, while the remaining 57.1% is influenced by other factors outside this study. This study is expected to provide useful input for Momoyo in improving consumer purchasing decisions.*

*Keywords: Product Quality, Price, Social Media Promotion, Purchasing Decision.*