

## ABSTRAK

**Indri Asswani NIM: 7192510011. “Pengaruh *Social Media* Dan *Brand Image* Terhadap Keputusan Pembelian Azarine *Hydrasoothe Sunscreen Gel* Pada Mahasiswa Program Studi Manajemen Stambuk 2019 dan 2020 Universitas Negeri Medan”. Skripsi, Jurusan Manajemen Program Studi Manajemen, Fakultas Ekonomi Universitas Negeri Medan.**

Penelitian ini bertujuan untuk mengetahui Pengaruh *Social Media* Dan *Brand Image* Terhadap Keputusan Pembelian Azarine *Hydrasoothe Sunscreen Gel* Pada Mahasiswa Program Studi Manajemen Stambuk 2019 dan 2020 Universitas Negeri Medan. Sampel diambil dari Mahasiswa Program Studi Manajemen Stambuk 2019 dan 2020 Universitas Negeri Medan dengan menggunakan metode *Purposive Sampling* sebanyak 72 responden. Teknik pengumpulan data melalui kuesioner atau angket yang telah diuji validitas dan reliabilitasnya. Metode pengumpulan data yang digunakan dalam penelitian ini adalah uji validitas dan reliabilitas, uji asumsi klasik, uji analisis regresi linier berganda, uji hipotesis uji-t, uji-f, uji koefisien determinasi dengan menggunakan program *SPSS Versi 25.0 For Windows*. Hasil penelitian pada uji parsial menunjukkan bahwa *Social Media* berpengaruh positif dan signifikan terhadap Keputusan Pembelian Azarine *Hydrasoothe Sunscreen Gel* Pada Mahasiswa Program Studi Manajemen Stambuk 2019 dan 2020 Universitas Negeri Medan, dan *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Pembelian Azarine *Hydrasoothe Sunscreen Gel* Pada Mahasiswa Program Studi Manajemen Stambuk 2019 dan 2020 Universitas Negeri Medan. Pada uji simultan variabel *Social Media* Dan *Brand Image* secara simultan berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Hasil penelitian melalui uji Determinasi *R-Square* ( $R^2$ ) dapat disimpulkan bahwa variabel *Social Media* Dan *Brand Image* berpengaruh terhadap Keputusan Pembelian Azarine *Hydrasoothe Sunscreen Gel* Pada Mahasiswa Program Studi Manajemen Stambuk 2019 dan 2020 Universitas Negeri Medan sebesar 64,1% serta sisanya yaitu 35,9% dijelaskan oleh variabel lain yang tidak terdapat pada penelitian ini.

**Kata Kunci: *Social Media*, *Brand Image*, Keputusan Pembelian**

## ABSTRACT

**Indri Asswani NIM: 7192510011. "The Effect of Social Media and Brand Image on the Purchase Decision of Azarine Hydrasoothe Sunscreen Gel among Students Class of 2019 and 2020 Management Study Program, State University of Medan". Thesis, Management Department, Management Study Program, Faculty of Economics, State University of Medan.**

*This research aims to determine the effect of social media and brand image on purchasing decisions for Azarine Hydrasoothe Sunscreen Gel among students Class of 2019 and 2020 Management Study Program at State University of Medan. Samples were taken from students class of 2019 and 2020 Management Study Program at State University of Medan using the Purposive Sampling method with 72 respondents. Data collection techniques are through questionnaires that have been tested for validity and reliability. The data collection methods used in this research are validity and reliability tests, classical assumption tests, multiple linear regression analysis tests, t-test hypothesis test, f-test, coefficient of determination tests using the SPSS Version 25.0 For Windows program. The results of the partial test showed that Social Media had a positive and significant effect on the decision to purchase Azarine Hydrasoothe Sunscreen Gel among students class of 2019 and 2020 Management Study Program, State University of Medan, and Brand Image had a positive and significant effect on the decision to purchase Azarine Hydrasoothe Sunscreen Gel among students class of 2019 and 2020 Management Study Program, State University of Medan. In the simultaneous test, the variables of Social Media and Brand Image simultaneously had a positive and significant effect on purchasing decisions. The results of the research through the R-Square Determination test ( $R^2$ ) can be concluded that the variables of Social Media and Brand Image affect the purchasing decision of Azarine Hydrasoothe Sunscreen Gel among students class of 2019 and 2020 Management Study Program, State University of Medan by 64.1% and the remaining 35.9% is explained by other variables not included in this study.*

**Keywords: Social Media, Brand Image, Purchasing Decisions**