

ABSTRAK

**PENGARUH KUALITAS PRODUK FOTO VIDEO DAN *SOCIAL MEDIA*
MARKETING TERHADAP KEPUTUSAN PEMBELIAN
(Studi Pada DoubleB Production)**

Stephanus Brian Kurniawan
Prodi manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta 2025

Tujuan dari penelitian ini adalah untuk mengetahui: (1) pengaruh kualitas produk foto video dan *social media marketing* secara bersama terhadap keputusan pembelian (2) pengaruh kualitas produk foto video terhadap keputusan pembelian, (3) pengaruh *social media marketing* terhadap keputusan pembelian. Penelitian ini menggunakan metode penelitian deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data menggunakan kuesioner (angket) yang dibagikan melalui google form. Sebanyak 100 responden konsumen DoubleB berhasil dikumpulkan. Analisis data yang digunakan adalah uji asumsi klasik dan analisis regresi linear berganda serta pengolahan data menggunakan software IBM SPSS Statistics 25. Hasil penelitian ini yaitu: (1) kualitas produk foto video dan *social media marketing* secara simultan berpengaruh terhadap keputusan pembelian, (2) kualitas produk foto video berpengaruh terhadap keputusan pembelian, dan (3) *social media marketing* berpengaruh terhadap keputusan pembelian.

Kata Kunci: Kualitas Produk Foto Video, *Social Media Marketing*, Keputusan Pembelian, videografi, dan UMKM

ABSTRACT

**The Influence of Photo Video Product Quality and Social Media Marketing on
Purchasing Decisions
(Study at DoubleB Production)**

**Stephanus Brian Kurniawan
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta 2025**

The purpose of this study is to determine: (1) the influence of photo video product quality and social media marketing simultaneously on purchasing decisions (2) the influence of photo and video product quality on purchasing decisions, (3) the influence of social media marketing on purchasing decisions. This study uses a descriptive research method with a quantitative approach. Data collection techniques using questionnaires (surveys) distributed via Google Form. A total of 100 doubleB consumer respondents were successfully collected. Data analysis used is the classical assumption test and multiple linear regression analysis as well as data processing using IBM SPSS Statistics 25 software. The results of this study are: (1) the product quality of photos videos and social media marketing simultaneously influence purchasing decisions, (2) the product quality of photos videos influence purchasing decisions, and (3) social media marketing influences purchasing decisions.

Keywords: Product Quality of Photo Video, Social Media Marketing, Purchasing Decisions, videografi, and MSME