

ABSTRAK

Pengaruh *Social Media Marketing* dan *Brand Image* terhadap Keputusan Pembelian Minuman Tradisional (Studi Kasus: UMKM Racik Rempah Cihanjuang)

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Penelitian ini bertujuan untuk mengetahui pengaruh *Social Media Marketing* dan *Brand Image* terhadap *Keputusan Pembelian* konsumen pada UMKM Racik Rempah Cihanjuang. Latar belakang penelitian ini didasarkan pada penurunan pendapatan, lemahnya strategi promosi digital, serta masih rendahnya loyalitas pelanggan terhadap produk minuman tradisional tersebut.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Pendekatan deskriptif digunakan untuk menggambarkan karakteristik masing-masing variabel, sedangkan pendekatan verifikatif digunakan untuk menguji pengaruh antar variabel secara sistematis dan objektif. Teknik analisis yang digunakan adalah teknik analisis regresi, dengan model regresi linier berganda, karena penelitian ini melibatkan dua variabel independen yaitu *Social Media Marketing* dan *Brand Image* terhadap satu variabel dependen yaitu *Keputusan Pembelian*. Data diperoleh melalui penyebaran kuesioner kepada konsumen Racik Rempah.

Hasil analisis menunjukkan bahwa baik secara simultan maupun parsial, *Social Media Marketing* dan *Brand Image* berpengaruh positif dan signifikan terhadap *Keputusan Pembelian*. Temuan lainnya menunjukkan bahwa kejelasan informasi produk dinilai cukup baik, namun konten digital belum mampu mendorong audiens untuk membagikannya secara sukarela.

Di sisi lain, meskipun produk dinilai sehat dan bermanfaat, kekuatan identitas merek masih belum optimal di mata konsumen. Dengan demikian, penguatan strategi konten digital, pengembangan identitas merek, serta peningkatan loyalitas dan aksesibilitas produk menjadi kunci penting dalam mendorong keputusan pembelian konsumen secara lebih maksimal.

Kata kunci: *Social Media Marketing*, *Brand Image*, *Keputusan Pembelian*

ABSTRACT

The Influence of Social Media Marketing and Brand Image on Purchase Decisions of Traditional Beverages (Case Study: UMKM Racik Rempah Cihanjuang)

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This study aims to examine the influence of Social Media Marketing and Brand Image on Purchase Decision among consumers of the UMKM Racik Rempah Cihanjuang. The background of this research is based on declining revenue, weak digital promotion strategies, and low customer loyalty toward traditional beverage products.

This study employs a quantitative method with a descriptive and verificative approach. The descriptive approach is used to describe the characteristics of each variable, while the verificative approach is used to test the influence between variables in a systematic and objective manner. The analytical technique applied is regression analysis, using a multiple linear regression model, as the research involves two independent variables—Social Media Marketing and Brand Image—in relation to a single dependent variable, Purchase Decision. Data were collected through questionnaires distributed to consumers of Racik Rempah.

The analysis results show that both Social Media Marketing and Brand Image have a positive and significant effect on Purchase Decision, both simultaneously and partially. Further findings indicate that while the clarity of product information is rated fairly well, digital content has not yet successfully encouraged audiences to share it voluntarily.

On the other hand, although the product is perceived as healthy and beneficial, the uniqueness of the brand has not yet been strongly recognized by consumers. Therefore, strengthening digital content strategies, developing brand identity, and increasing customer loyalty and product accessibility are essential in maximizing consumers' purchase decisions.

Keywords: Social Media Marketing, Brand Image, Purchase Decision