

ABSTRACT**THE EFFECT OF SOCIAL MEDIA MARKETING AND PRODUCT QUALITY ON PURCHASE DECISIONS AT PEMPEK HAYRA BANDAR LAMPUNG****By:****NURIYAH**

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This research aims to test the effect of social media marketing and product quality on purchase decisions. Pempek Khayra is one of the MSMEs in Bandar Lampung. MSME's Pempek Hayra has a strategic role in economic growth, opening employment opportunities, and minimizing social inequality. this research was quantitative causality based on primary data from 107 Pempek Hayra customers. The data analyzed by multiple linear regression, t test and F test. The research results showed that Social Media Marketing has no effect while Product Quality affects Purchase Decisions. Simultaneous social media marketing and product quality affect purchase decisions.

Keywords: Social Media Marketing, Product Quality, Purchase Decision.

