

***THE INFLUENCE OF SOCIAL MEDIA MARKETING, ADVERTISING
AND PRODUCT QUALITY ON THE PURCHASE DECISION
WITH BRAND COMMUNITY AS AN INTERVENING VARIABLE
(Survey on Reseller UMKM WUB ICluster Fashion in Tasikmalaya City)***

ABSTRACT

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This study aims to determine the influence of social media marketing, advertising, and product quality on purchasing decisions through brand community as an intervening variable. The study was conducted on Reseller UMKM WUB ICluster fashion in Tasikmalaya City. The research conducted is descriptive quantitative research and inferential with sampling using proportional techniques stratified random sampling, the sample size was set at 189 resellers spread across 5 (five) WUBI UMKM Cluster fashion in Tasikmalaya City. The data collection technique used a questionnaire with the analysis method used being structural equality modeling. The results of the study show that social media marketing, advertising, product quality, brand community and purchasing decisions, in very good condition. Social media marketing, advertising and product quality have a positive and significant influence on purchasing decisions. Social media, advertising, and product quality have a positive and significant influence on purchasing decisions. by going through brand and community as an intervening variable. It is hoped that the perpetrators UMKM WUBI Cluster fashion in Tasikmalaya City can use social media marketing, advertising, and improving product quality in increasing purchasing decisions. Brand community strengthening strategies can be used as an effort to increase purchasing decisions.

Keywords: *social media marketing, advertising, product quality, brand community, purchasing decisions.*