**RANCANGAN USULAN PENELITIAN SKRIPSI**

Diajukan Oleh:

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Judul : Pengaruh Promosi Melalui Media Sosial Dalam Memasarkan Produk Terhadap Keputusan Pembelian Produk Online Shop Wiva Store di Tenggarong

1. Latar Belakang

Persaingan dunia bisnis semakin ketat, membuat perusahaan selalu berusaha mencari strategi yang tepat dan cepat dalam memasarkan produknya. Semua usaha dituntut harus mampu bertindak cepat dan tepat dalam menghadapi persaingan dilingkungan bisnis yang terus bergerak secara dinamis dan penuh ketidakpastian. Pemasaran adalah suatu kegiatan yang merupakan suatu faktor penting dan berpengaruh bagi suatu usaha dalam meningkatkan serta mempertahankan penjualannya. Karena itu, suatu usaha harus mempunyai strategi yang baik dalam melihat peluang pasar serta kesempatan yang ada, sehingga usaha tersebut dapat terus meningkat dan dapat dipertahankan.

Perkembangan teknologi dan globalisasi sangat mempengaruhi pertumbuhan ekonomi masyarakat dan membuat hampir seluruh elemen kegiatan ekonomi mengalami peningkatan di setiap aktivitasnya, tak terkecuali di Indonesia khususnya provinsi Kalimantan Timur. Konsumen semakin menginginkan pola pemenuhan kebutuhan hidupnya secara efektif dan efisien. Salah satu peningkatan kemajuan jaman dengan semakin pesatnya fitur fitur yang ada pada smartphone serta meningkatnya pengguna internet dan makin maraknya bisnis di bidang online yang memanfaatkan media sosial sebagai sarana dalam bertransaksi baik dengan menggunakan media sosial Facebook, Whatsapp, Line, Instagram, Tiktok Shop dan sebagainya.

Perkembangan teknologi dan ilmu pengetahuan semakin meningkatkan serta memperluas bidang perdagangan yang membuat dunia menjadi tanpa batas akan ruang dan waktu sehingga makin tinggi pula tingkat persaingan yang harus dihadapi oleh produsen yang bergerak dibidang usaha perdagangan. Strategi yang harus dilakukan adalah dengan memanfaatkan promosi yang merupakan unsur penting dalam pemasaran antara pedagang dengan konsumen dalam berkomunikasi.

Wiva Store merupakan salah satu usaha online shop yang bergerak pada produk aksesoris wanita dan pria dan juga pada produk makanan jadi seperti puding dan cake lainnya. Besarnya animo masyarakat saat ini yang lebih cenderung pada segala sesuatu yang serba praktis sehingga secara tidak langsung meningkatkan pertumbuhan online shop guna memenuhi permintaan pasar dan turut pula menambah transaksi jual beli secara online dimana konsumen dipermudah untuk melakukan transaksi jual beli dengan mempergunakan smartphone dan memanfaatkan aplikasi fitur-fitur yang bersedia.

This study aimed to investigate the effects of leadership styles on counterproductive work behavior, quality of working life, and psychological empowerment. The target population was employees in SOE Islamic banks in Malang Raya, Indonesia. A proportional random sampling was used to obtain a sample size of 160 from the 310 bank employees. SEM-PLS, a measurement and structural equation model was employed to explain the relationship between variables. The results showed that transformational leadership could reduce employee counterproductive work behavior through quality of work-life, while transactional leadership increases this behavior. Furthermore, the quality of work-life cannot mediate the effect of transactional leadership on counterproductive work behavior, while psychological empowerment cannot moderate the impact of transformational

leadership on quality of work-life. (Iskandar et al., 2019)

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Human resources are seen as one of the most important assets that must be maintained, especially the existence of employees’ performance, which is needed for the sustainability of organizational performance. Factors which may affect the employees’ performance, are information and communication technology (ICT) and empowerment. Therefore, there is a need for human resources that are able to master technology quickly, adaptively and responsively to changing technologies. Also, it is necessary to empower employees that operate useful information and communication technology to effectively and efficiently complete their work. This study aims to determine the relationship of empowerment toward the organizational performance, to determine the role of ICT as a mediator of empowerment toward the organizational performance. A total of 200 questionnaires were distributed to employees Regional Drinking Water Company East Java Indonesia, and finally 128 questionnaires were collected and used as a sample in this study. The data were examined using smart Partial Least Squares (PLS). The results showed that empowerment has a direct effect on employee performance. In addition, information and communication technology mediated the effect of empowerment on employee performance. (Sabran et al., 2022)

Human Capital is undeniably a very important factor for economic growth. In this paper, we investigate the impact of Human Capital on growth using the Neoclassical and Endogenous Growth models. We use the Generalized Method of Moment (GMM) method with 8 different Human Capital proxies measured in terms of quantity and quality of education. Using the LSDV method, we find: (i) Human Capital plays a significant rolein explaining growth, (ii) Identical initial technology assumption cannot be ignored in the growth model, (iii) The selection of proxies in terms of quantity and quality of education is very influential on the conclusion of the impact of Human Capital. to growth. With the GMM method, it is concluded that followers will diffuse to catch-up leader, while countries that are close to the leader will take advantage of the power of innovation. Our results also reinforce the view that trade and institutions are two of the most influential factors in our model. Finally, it is important to examine the issue of income inequality in developing country growth models and the issue of reverse causality between education and economic growth. (Soegiarto et al., 2022)

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1. Rumusan Masalah

Berdasarkan rumusan masalah tersebut maka yang menjadi masalah yang perlu dikaji oleh penulis dalam penelitian ini adalah Apakah terdapat pengaruh promosi secara media sosial dalam memasarkan produk terhadap keputusan pembelian pada online shop ?

1. Tujuan

Adapun tujuan dari penelitian ini adalah untuk mengetahui Bagaimana besarnya pengaruh promosi menggunakan media social dalam memasarkan p.roduk terhadap keputusan pembelian pada online shop

1. Manfaat Penelitian

Dengan dilaksanakannya penelitian ini diharapkan dapat diperoleh manfaat, Adapun manfaat penelitian sebagai berikut :

1. Hasil penelitian ini diharapkan dapat memberikan manfaat bagi pelaku bisnis guna meningkatkan promosi dengan menggunakan media sosial
2. Hasil penelitian ini diharapkan dapat menjadi referensi bagi peneliti selanjutnya yang ingin mengembangkannya.
3. Tinjauan Pustaka
4. Konsep Manajeman
5. Manajemen Pemasaran
6. Pengertian Promosi
7. Jenis Promosi
8. Media Sosial
9. Pemasaran Produk
10. Penelitian Terdahulu
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13. Lutfiana Sururin Mahmudah. (2021). Pengaruh Strategi Promosi Media Sosial Terhadap Keputusan Pembelian Konsumen (Studi Kasus Warung Mamanyuu Kediri). Skripsi Mahasiswi Universitas Islam Negeri Syarif Hidayatullah Jakarta.
14. Variabel Penelitian
15. Promosi (X1)
16. Keputusan Pembelian (Y)
17. Indikator Variabel
18. Promosi
19. Advertising
20. Sales Promotion
21. Public Relations and Publicity
22. Personal Selling
23. Direct Marketing
24. Keputusan Pembelian
25. Perhatian
26. Ketertarikan/minat
27. Keinginan
28. Tindakan
29. Alat Analisis
    1. Uji Instrumen Penelitian
    2. Uji Prasyarat Analisis
    3. Uji Hipotesis
    4. Analisis Regresi Linier Sederhana

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