

**PENGARUH *SOCIAL MEDIA MARKETING*, *WORD OF MOUTH* DAN  
DESAIN PRODUK TERHADAP KEPUTUSAN PEMBELIAN  
KONSUMEN DI DANA ISWARA DULANG**

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**ABSTRAK**

Penelitian ini bertujuan guna menguji bagaimana dampak antara *Social media marketing*, *word of mouth* dan desain produk bagi keputusan pembelian konsumen di Dana Iswara Dulang. Pada penelitian ini mempergunakan rancangan penelitian kuantitatif kausal yang menjadikan konsumen di Dana Iswara Dulang sebagai subjek penelitian, *Social media marketing*, *word of mouth* dan desain produk sebagai objek penelitian. Adapun banyaknya sampel yang dipakai yaitu sebanyak 100 responden dengan menggunakan teknik *non probability sampling* yaitu teknik *sampling insidental*. Dengan pengumpulan data mempergunakan teknik kuesioner kemudian dianalisis memakai metode regresi linier berganda. Adapun luaran dari penelitian ini yaitu : (1) *social media marketing*, *word of mouth* dan desain produk berdampak positif dan signifikan bagi keputusan pembelian konsumen di Dana Iswara Dulang, (2) sosial media berdampak positif dan signifikan bagi keputusan pembelian konsumen di Dana Iswara Dulang, (3) *word of mouth* berdampak positif dan signifikan bagi keputusan pembelian konsumen di Dana Iswara Dulang dan (4) desain produk berdampak positif dan signifikan bagi keputusan pembelian konsumen di Dana Iswara Dulang.

**Kata-kata kunci:** desain produk, keputusan pembelian, *social media marketing*, dan *word of mouth*.

***HOW THE EFFECT OF SOCIAL MEDIA MARKETING, WORD OF MOUTH AND DESIGN OF THE PRODUCT ON CONSUMER'S DECISIONS AT DANA ISWARA DULANG***

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***ABSTRACT***

*This research aimed at investigating how the effect of social media marketing, word of mouth and design of the product on consumer's decisions at Dana Iswara Dulang. This study used a causal quantitative research design that recruited the consumers in Dana Iswara Dulang as research subjects, social media marketing, word of mouth and design of the product as the research objects. The samples used were 100 respondents using non-probability sampling technique, known as incidental sampling technique. Data collection used in this research is through questionnaire technique and then analyzed using multiple-linear regression method. The results found were: (1) social media marketing, word of mouth and design of product have a positive and significant effect on consumer's decisions at Dana Iswara Dulang, (2) Social media has a positive and significant effect on consumer's decisions at Dana Iswara Dulang, (3) Word of mouth has a positive and significant effect on consumer's decisions at Dana Iswara Dulang and (4) Design of the product has a positive and significant effect on consumer's decisions at Dana Iswara Dulang.*

***Keywords:*** *consumer decision, product design, social media marketing, and word of mouth*