

PENGARUH *WORD OF MOUTH* DAN *SOCIAL MEDIA MARKETING* TERHADAP KEPUTUSAN PEMBELIAN DI KEDAI KOPI DEKAKIANG

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *word of mouth* dan *social media marketing* terhadap keputusan pembelian, baik secara parsial maupun simultan pada konsumen Kedai Kopi Dekakiang. Penelitian ini menggunakan desain penelitian kuantitatif kausal. Subjek penelitian adalah konsumen yang telah melakukan pembelian di Kedai Kopi Dekakiang, sedangkan objek penelitian meliputi *word of mouth*, *social media marketing*, dan keputusan pembelian. Penentuan sampel menggunakan teknik *purposive sampling* dengan jumlah sampel sebanyak 110 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner dan didukung dengan pencatatan dokumen. Data dianalisis menggunakan analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda, uji t, dan uji F. Hasil penelitian menunjukkan bahwa (1) *word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) *social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, dan (3) *word of mouth* dan *social media marketing* secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian. Berdasarkan hasil penelitian tersebut, disarankan agar Kedai Kopi Dekakiang mempertahankan kualitas pelayanan dan pengalaman konsumen sehingga mendorong terciptanya *word of mouth* yang positif serta mengoptimalkan pemanfaatan media sosial melalui penyajian konten yang menarik, informatif, dan interaktif untuk meningkatkan keputusan pembelian konsumen.

Kata kunci: keputusan pembelian, *social media marketing*, *word of mouth*

**THE INFLUENCE OF WORD OF MOUTH AND SOCIAL MEDIA
MARKETING ON PURCHASE DECISIONS AT KEDAI KOPI DEKAKIANG**

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ABSTRACT

This study aims to examine the influence of word of mouth and social media marketing on purchase decisions, both partially and simultaneously, among consumers of Dekakiang Coffee Shop. This research employed a causal quantitative research design. The subjects of this study were consumers who had made purchases at Dekakiang Coffee Shop, while the objects of the study were word of mouth, social media marketing, and purchase decisions. The sample was determined using a purposive sampling technique, with a total of 110 respondents. Data were collected through questionnaires and supported by document recording. The data were analyzed using descriptive analysis, classical assumption tests, multiple linear regression analysis, t-test, and F-test. The results of the study indicate that (1) word of mouth has a positive and significant effect on purchase decisions, (2) social media marketing has a positive and significant effect on purchase decisions, and (3) word of mouth and social media marketing simultaneously have a positive and significant effect on purchase decisions. Based on these findings, it is recommended that Dekakiang Coffee Shop maintain service quality and customer experience to encourage positive word of mouth while optimizing the use of social media by providing engaging, informative, and interactive content to enhance consumers' purchase decisions.

Keywords: purchase decisions, social media marketing, word of mouth