ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh strategi promosi, *Social Media, Worth Of Mouth, and Relationship Marketing* terhadap keputusan customer UD. Makmur Jaya di Sidoarjo. Penelitian ini dilakukan dengan menggunakan teknik sampling jenuh. Populasi pada penelitian ini adalah customer UD. Makmur Jaya. Pengambilan sampel dalam penelitian ini sebanyak 100 orang. Data yang digunakan adalah data primer dan data sekunder. Metode analisis data yang digunakan dalam penelitian ini adalah regresi linier berganda dengan software SPSS 26. Setelah dilakukan pengujian atas hipotesis yang diajukan, maka diperoleh nilai koefisien regresi variabel strategi promosi sebesar 0.235, variabel *social media* sebesar 0.238, variabel *worth of mouth* sebesar 0.374, dan variabel *relationship marketing* sebesar 0.026. Hasil uji T variabel strategi promosi bernilai t Hitung = 2.054 > t Tabel 1.98397, variabel *social media* bernilai t Hitung = 2.240 > t Tabel 1.98397, variabel *worth of mouth* bernilai t Hitung = 2.771 > t Tabel 1.98397, dan variabel *relationship marketing* bernilai t Hitung = 0.192 < t Tabel 1.98397, yang artinya variabel strategi promosi, *social media, worth of mouth* berpengaruh secara signifikan terhadap keputusan customer, sedangkan variabel *relationship marketing* tidak berpengaruh secara signifikan terhadap keputusan customer. Dan pada penelitian ini, ternyata variabel *social media* yang paling berpengaruh terhadap keputusan customer.

Kata Kunci: Promosi, *Social, Media, Relationship, Marketing*, Customer.

ABSTRACT

The aim of this study is to find out the influence of promotion strategy, social media, word of mouth, and relationship marketing on customers decision at UD. Makmur Jaya Sidoarjo. This study technique used was saturated sampling method. Population in this study is UD, Makmur Jaya Customers. Sampling in this study were 100 people. The data used are primary data and secondary data. The data analysis method used in this research is Multiple Linear Regression using SPSS 26 Software. After doing research on the proposed hypothesis, then the value of the regression coefficient of the promotion strategy variable is 0.235, social media variable is 0.238, worth of mouth variable is 0.374, and relationship marketing variable is 0.026. T test results of promotion strategy variable is t Count = 2.054 > t Table 1.98397, social media variable is t Count = 2.240 > t Table 1.98397, worth of mouth variable is t Count = 2.771 > t Table 1.98397, relationship marketing variable is t Count = 0.192 < t Table 1.98397. It means that the promotion strategy variable, social media variable, worth of mouth variable has a significant effect on customer decisions. While the relationship marketing variable has no significant influence on customer decisions. And in this study, it turns out that social media variables are the most influential on customer decisions.

Keywords : Promotion, Social, Media, Relationship, Marketing, Customer