

## ABSTRAK

Penelitian ini mempunyai tujuan guna mengetahui pengaruh dari *social media marketing*, *word of mouth* dan harga terhadap keputusan pembelian di @dapurtiita baik secara bersamaan maupun parsial, serta mengetahui variable yang memiliki dominasi paling tinggi dalam penelitian. Populasi meliputi seluruh pelanggan @dapurtiita yang tidak diketahui jumlahnya, karena pelanggan yang datang tidak dapat diprediksi dengan metode pengambilan sampelnya adalah *accidental sampling*, sehingga didapatkan 97 responden dan analisis regresi linear berganda sebagai teknik analisa data. Berdasarkan hasil penelitian dapat diketahui bahwa : (1) *Social media marketing*, *word of mouth* dan harga mempunyai pengaruh terhadap keputusan pembelian di @dapurtiita secara parsial; (2) *Social media marketing*, *word of mouth* dan harga memiliki pengaruh terhadap keputusan pembelian di @dapurtiita secara simultan; (3) Variabel paling mempunyai pengaruh terhadap Keputusan Pembelian di @dapurtiita yakni variabel *Word of Mouth*.

**Kata Kunci** : *Social Media Marketing*, *Word of Mouth*, Harga dan Keputusan Pembelian

## **ABSTRACT**

*This study aims to determine the effect of social media marketing, word of mouth and price on purchasing decisions at @dapurtiita both simultaneously and partially, as well as to determine the variable that has the highest dominance in the study. The population includes all @dapurtiita customers whose number is unknown, because customers who come cannot be predicted with the accidental sampling method, so that 97 respondents are obtained and multiple linear regression analysis is used as a data analysis technique. Based on the results of the study it can be seen that: (1) Social media marketing, word of mouth and prices partially influence purchasing decisions at @dapurtiita; (2) Social media marketing, word of mouth and prices simultaneously influence purchasing decisions at @dapurtiita; (3) The variable that has the most influence on purchasing decisions at @dapurtiita is the Word of Mouth variable.*

**Keywords** : *Social Media Marketing, Word of Mouth, Price and Purchase Decision*