

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing* terhadap keputusan pembelian, *social media marketing* terhadap *word of mouth*, *word of mouth* terhadap keputusan pembelian. Selain itu, penelitian ini juga bertujuan untuk mengetahui pengaruh tidak langsung *social media marketing* terhadap keputusan pembelian melalui *word of mouth* sebagai variabel *intervening*.

Jenis penelitian ini dikategorikan sebagai penelitian yang bersifat deskriptif analisis dengan menggunakan pendekatan kuantitatif. Populasi pada konsumen yang melakukan keputusan pembelian di Waiki Dimsum cabang Gubeng Surabaya. Jumlah Sampel yang dihitung menggunakan rumus *lameshow* didapatkan sebanyak 100 responden. Teknik pengambilan sampel menggunakan *simple random sampling* yang merupakan teknik pengambilan anggota sampel dari populasi yang dilakukan secara langsung acak. Pengumpulan data digunakan melalui penyebaran kuesioner. Teknik analisis data yang digunakan adalah PLS (*Partial Least Square*) dengan menggunakan instrumen pendukung yaitu *Software SmartPLS 3.0*.

Hasil penelitian pengaruh langsung menunjukkan bahwasannya *social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, *social media marketing* berpengaruh positif dan signifikan terhadap *word of mouth*, serta *word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan, hasil penelitian pengaruh tidak langsung menunjukkan bahwasannya *word of mouth* sebagai variabel *intervening* mampu memediasi pengaruh *social media marketing* terhadap keputusan pembelian secara positif dan signifikan.

**Kata Kunci :** *Social Media Marketing*, *Word Of Mouth*, Keputusan Pembelian.

## **ABSTRACT**

*This research aimed to find out the effect of social media marketing on the purchasing decision, social media marketing on the word of mouth, and word of mouth on the purchasing decision. Besides, it aimed to find out the indirect effect of social media marketing on the purchasing decision through word of mouth as the intervening variable. The research was quantitative. Furthermore, the population was consumers who had purchased at Waiki Dimsum Gubeng, Surabaya. As the population was unknown, i.e 100 respondents, it was calculated by Lemeshow. The data collection used simple random sampling, in which the sample was taken directly or randomly. Moreover, the data were primary, with questionnaires as the instrument in the data collection technique. Additionally, the data analysis technique used PLS (Partial Least Square) with SmartPLS 3.0. The result showed directly that social media marketing had a positive and significant effect on purchasing decisions. Likewise, social media marketing had a positive and significant effect on word of mouth. Similarly, word of mouth had a positive and significant on purchasing decisions. In addition, the result showed indirectly that word of mouth as the intervening variable was able to mediate social media marketing on purchasing decisions positively and significantly.*

**Keywords:** *Social Media Marketing, Word of Mouth, Purchasing Decisions.*



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