

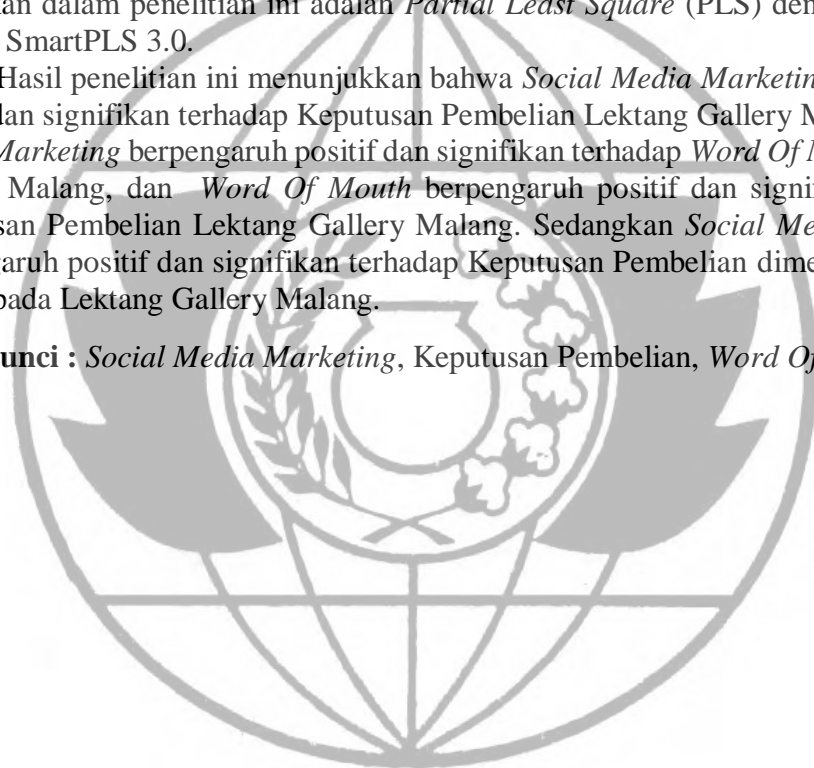
ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Social Media Marketing* terhadap Keputusan Pembelian di Mediasi *Word Of Mouth* pada konsumen Lektang Gallery Malang.

Jenis penelitian ini menggunakan metode penelitian kuantitatif. Populasi yang digunakan yaitu seluruh konsumen yang melakukan pembelian di Lektang Gallery Malang dengan teknik pengambilan sampel yaitu menggunakan teknik *Simple Random Sampling* dengan rumus *Lemeshow* sehingga diperoleh sejumlah 100 sampel penelitian dengan teknik pengumpulan data menggunakan kuesioner. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Square* (PLS) dengan alat bantu aplikasi SmartPLS 3.0.

Hasil penelitian ini menunjukkan bahwa *Social Media Marketing* berpengaruh positif dan signifikan terhadap Keputusan Pembelian Lektang Gallery Malang, *Social Media Marketing* berpengaruh positif dan signifikan terhadap *Word Of Mouth* Lektang Gallery Malang, dan *Word Of Mouth* berpengaruh positif dan signifikan terhadap Keputusan Pembelian Lektang Gallery Malang. Sedangkan *Social Media Marketing* berpengaruh positif dan signifikan terhadap Keputusan Pembelian dimediasi *Word Of Mouth* pada Lektang Gallery Malang.

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



ABSTRACT


This research aimed to examine the effect of social media marketing on the customers' purchasing decisions of Lektang Gallery Malang, with word of mouth as a mediating variable.

The research was quantitative. Moreover, the population was all customers who had ever purchased at Lektang Gallery Malang. The data collection technique used simple random sampling with the Lemeshow formula. In line with that, there were 100 customers as the sample. Furthermore, the instrument in the data collection technique was a questionnaire. The data analysis technique used Partial Least Square (PLS) with SmartPLS application 3.0.

The result showed that social media marketing had a positive and significant effect on the customers' purchasing decisions of Lektang Gallery Malang. Likewise, social media marketing had a positive and significant effect on the word of mouth of Lektang Gallery Malang. Additionally, word of mouth had a positive and significant effect on the customers' purchasing decisions of Lektang Gallery Malang. Similarly, social media marketing had a positive and significant effect on the customers' purchasing decisions mediated by word of mouth of Lektang Gallery Malang.

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

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