

**THE INFLUENCE OF SOCIAL MEDIA PROMOTION, AND WORD OF MOUTH MARKETING ON PURCHASE DECISIONS
(STUDY OF CONSUMERS OF MS GLOW PRODUCT IN BANDAR JAYA CITY)**

ABSTRACT

**By
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This study aims to determine the magnitude of the influence of Sosial Media Promotion and Word of Mouth Mouth Marketing on Purchase decisions (Study of consumers of Ms Glow Product outlets in Bandar Jaya City). The population in this study were consumers who had used Ms Glow products in Bandar Jaya City and the sample took the entire population using the non-probability sampling method with a purposive sampling method, namely samples with a sampling technique with certain considerations. There were 130 samples of respondents who could represent consumers of Ms Glow product in Bandar Jaya City. The results of the study show that the variables of Social Media Promotion and Word of Mouth Marketing influence Purchase Decisions (Study of Ms Glow product outlet consumers in Bandar jaya City) The results of the study also show that Social Media Promotion an Word of Mouth Marketing signifkaneously have a significant effect on Purchase Purchase Decisions.

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

**PENGARUH PROMOSI SOSIAL MEDIA DAN *WORD OF MOUTH*
MARKETING PADA KEPUTUSAN PEMBELIAN**
(Studi pada konsumen outlet produk Ms Glow)

ABSTRAK

Oleh

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Penelitian ini bertujuan adalah untuk mengetahui besarnya pengaruh Promosi SosialMedia dan *Word Of Mouth Marketinng* pada Keputusan Pembelian.. Populasi dalam penelitian ini adalah konsumen yang pernah menggunakan produk Ms Glow di Bandar Jaya dan sampel mengambil keseluruhan dari populasi dengan menggunakan metode pengambilan sample *non probability* sampling dengan metode *purposive sampling* yaitu sampel yang teknik penentuan sampel dengan pertimbangan tertentu. Didapatkan 130 sampel responden yang dapat mewakili konsumen Produk Ms Glow di Bandar Jaya. Hasil penelitian menunjukkan bahwa variabel Promosi Sosial Media dan *Word of Mouth Marketing* berpengaruh terhadap pada Keputusan Pembelian. Hasil penelitian juga menunjukkan bahwa Promosi Sosial Media dan *Word Of Mouth Marketing* secara signifikan berpengaruh simultan pada Keputusan Pembelian.

Kata Kunci : Promosi Sosial Media, Word of Mouth Marketing, Keputusan Pembeli