

**PENGARUH SOCIAL MEDIA MARKETING, ELECTRONIC WORD OF
MOUTH, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN
(Survei pada Konsumen Perusahaan Jasa Avinci Wedding Planner di Kabupaten
Sleman)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing*, *electronic word of mouth*, dan harga terhadap keputusan pembelian pada konsumen Perusahaan Jasa Avinci Wedding Planner di Kabupaten Sleman. Penelitian ini merupakan penelitian survei, menggunakan alat pengumpulan data berupa kuesioner. Populasi serta sampel pada penelitian ini sebanyak 110 konsumen Perusahaan Jasa Avinci Wedding Planner, menggunakan data primer dengan metode *purposive sampling*. Kriteria responden dalam penelitian ini konsumen merupakan *customer* Avinci Wedding Planner di Kabupaten Sleman yang sedang dalam proses pembelian ataupun pernah melakukan pembelian pada Perusahaan Jasa Avinci Wedding Planner di Kabupaten Sleman selama enam bulan terakhir, konsumen dengan rentang usia kurang dari 20 tahun – 40 tahun, berjenis kelamin laki-laki maupun perempuan, mempertimbangkan *social media marketing*, *electronic word of mouth*, dan harga untuk melakukan keputusan pembelian terhadap Perusahaan Jasa Avinci Wedding Planner di Kabupaten Sleman. Teknik analisis data yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa: 1) Secara bersama-sama *social media marketing*, *electronic word of mouth*, dan harga mempunyai pengaruh signifikan terhadap keputusan pembelian, 2) *Social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, 3) *Electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, 4) Harga berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: *Social Media Marketing*, *Electronic Word of Mouth*, Harga, Keputusan Pembelian

***THE INFLUENCE OF SOCIAL MEDIA MARKETING, ELECTRONIC WORD
OF MOUTH, AND PRICE ON CONSUMER PURCHASING DECISIONS***

***(Survey at Consumers of Avinci Wedding Planner Service Company in Sleman
Regency)***

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ABSTRACT

This research aims to determine the influence of social media marketing, electronic word of mouth, and price on purchasing decisions for consumers of the Avinci Wedding Planner Service Company in Sleman Regency. The study was conducted through a survey using a questionnaire as a data collection tool. The population and sample in this study were 110 customers of the Avinci Wedding Planner Service Company, using primary data with the purposive sampling method. The criteria for respondents in this study were consumers who were Avinci Wedding Planner customers in Sleman Regency who were in the process of purchasing or had made purchases at the Avinci Wedding Planner Service Company in Sleman Regency for the last six months, consumers with an age range of less than 20 years - 40 years, types male and female gender, considering social media marketing, electronic word of mouth, and price to make purchasing decisions for the Avinci Wedding Planner Service Company in Sleman Regency. The data analysis technique used this multiple linear regression. The results show that: 1) Social media marketing, electronic word of mouth, and prices together have a significant influence on purchasing decisions, 2) Social media marketing has a positive and significant influence on purchasing decisions, 3) Electronic word of mouth has a positive and significant influence on purchasing decisions, 4) Price has a positive and significant influence on purchasing decisions.

Keywords: *Social Media Marketing, electronic Word of Mouth, Price, Purchase Decisions*